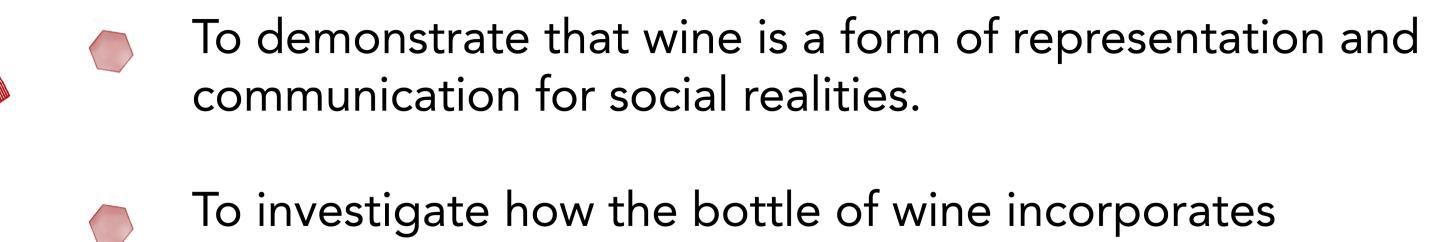
ANTHROPOLOGICAL PERSPECTIVE

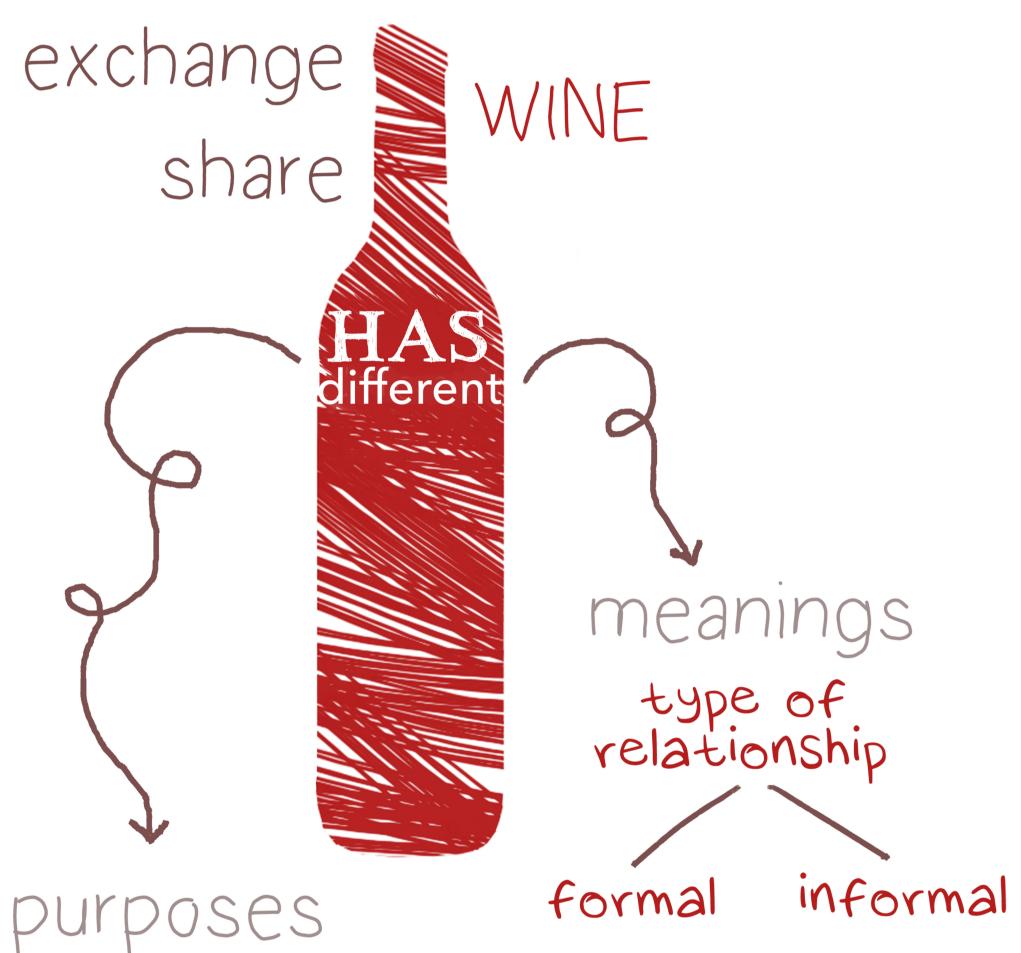
ABOUT WINE CONSUMPTION



To investigate how the bottle of wine incorporates cultural, social and heritage significance with its exposure.

To expose the history behind scientific classifications/ definitions about senses and affective perceptions.

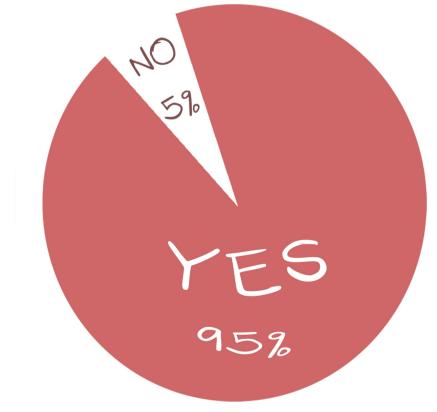




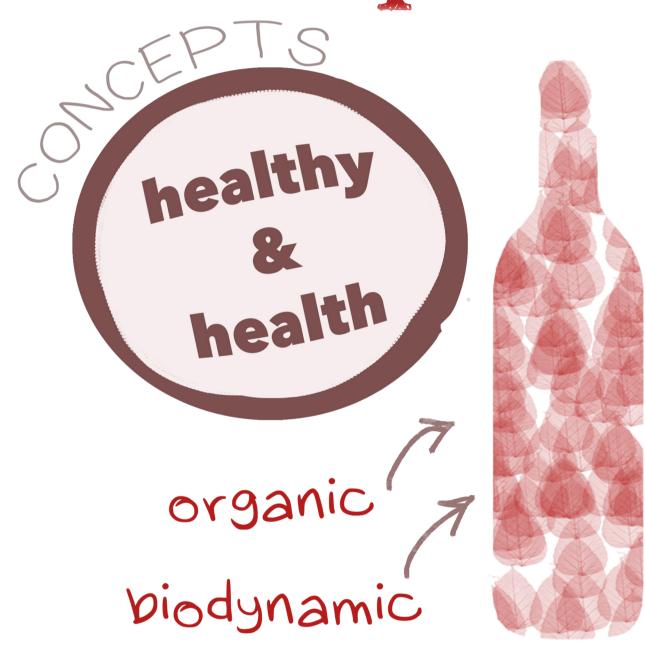
differentiate Social categories

establish social bonds and group acceptation

Have you ever brought wine at a dinner with friends?



Affective Perceptions



HISTORICAL and CULTURAL consumption of wine

justified by SCIENCE 900d

resveratrol anthocyanins



drink in moderation

Although, a few years ago... Mediterranean Diet recommendation was to drink a glass of red wine per day



Wine bottle Exposure



vi de qualitat I.G.P. vi de la terra 0 vi de taula D.O.Q. = Qualified apellation of origin

I.G.P. = Geographical indication * Red wines > white & rosé wines - del Duero

Distinguished place for ! people are willing Distinguished place for luxury — Champagne

Es

Senses Perceptions

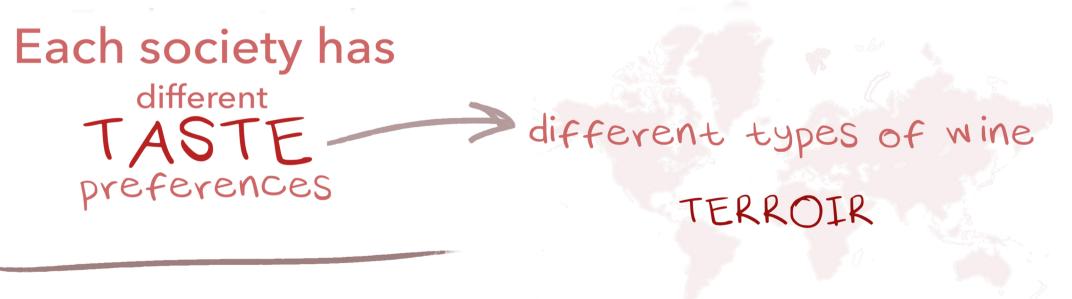




blackberry

Previous sensory experiences, when a candy is red, it has more (subjective) strawberry flavor (Harrar and Spence, 2013)

> we relate AROMAS with IMAGES





RED
WINE

WHITE

Language describes how our society is. Also, it's our tool to classify wine:



rosé

Science needs language and historical classifications to respond society's questions

