ANTHROPOLOGICAL PERSPECTIVE

ABOUT WINE CONSUMPTION

Social Relationships
- exchange
- share
- WINE
- HAS different meanings
- type of relationship
- formal, informal
- purposes
- differentiate social categories
- establish social bonds, and group acceptance

Affective Perceptions
- CONCEPTS
- healthy & health
- organic
- biodynamic
- HISTORICAL and CULTURAL consumption of wine justified by SCIENCE
- good
- resveratrol
- anthocyanins
- moderate
- alcohol

Have you ever brought wine at a dinner with friends?
- triangle
- 95%

Wine bottle Exposure
- aesthetic
- information
- origin & price
- Have you ever chosen a wine for the design of its label?
- triangle
- 67%
- yes
- no

Have you ever chosen a wine for its origin?
- triangle
- 33%
- yes
- no

Wines in supermarkets:
- Red wines > white & rosé wines
- Distinguished place for luxury

Senses Perceptions
- SENSES subjective
- personal experience
- memory
- COLOR
- color can affect consumption
- emotionally, when a specific color reminds you of a mood
- Previous sensory experiences, when a candy is red, it has more (subjective) strawberry flavor

Each society has different TASTE preferences
- different types of wine

Language describes how our society is. Also, it’s our tool to classify wine:
- red
- rosé

Provide new tools to all scientific researchers because it’s necessary to introduce a new point of view about wine consumption, which is not merely nutritious, a substance with molecules or with a specific fabrication process. I’ve seen the need to remind that wine and food are cultural concepts: incorporates meanings, heritage, explains how our society is... Food Science and Technology needs to remind this to the students. WE EAT TO COMMUNICATE, NOT JUST TO FEED OURSELVES.