

Consumer Wine Evaluator Selection and Panels

Consumer Wine Awards at Lodi 2011

Overview

We employ a simple tasting and scoring methodology, based on proven sensory research procedures, developed in conjunction with Drs. Michael O'Mahony and Rie Ishii, UC Davis and our advisory committee under the direction of Tim Hanni MW and Dr. Virginia Utermohlen MD.

Consumer Wine Evaluators

- All potential Consumer Evaluators MUST fill out the complete Consumer Wine Awards at Lodi (CWAL) Consumer Preferences on line survey (available online late December 2010) and indicate their willingness to participate in the CWAL (no fees or expenses are paid).
- Our Consumer Evaluators are not professionally engaged in wine tasting/evaluation (have not participated or been trained as a wine judge). The only requirement is that love wine.
- Final selections are made based on the wines the Evaluators enjoy the most: only sweet wine drinkers evaluating sweet wines, Cabernet drinkers evaluating Cabernet, etc., to provide an adequate number of Evaluators in proportion to the number of wine entries we receive.

Evaluation Panels

- Panels are comprised of 5 Evaluators who are responsible for judging the wines that they like of any given category (type/variety/style).
- We are anticipating a body of 100-200 Evaluators depending on number of entries.
- To prevent the introduction of bias the Evaluators are given a minimal amount of what-to-do training but receive no training or education on what they are supposed to be looking for from the wines – they are simply asked to determine the relative quality of the wines they are evaluating.
- There is no interaction between judges during tasting, discussion or mediation of final medal winners between judges.
- Wines are tasted looking for outstanding examples for type/style and/or and urged to taste more in a manner in which consumers taste or drink wines and less 'analytically'.
- In order to reduce palette fatigue or burn-out, Consumer Evaluators are only given approximately 40 wines to judge in one day. They are also placed on a strict time schedule that requires them to only taste a wine every 3 minutes. They are also taught and encouraged to spit between wines
- There is no interaction between judges during tasting, discussion or mediation of final medal winners between judges. Each evaluator records their own score, independent of any other evaluators.

Scoring

- Wines are tasted looking for outstanding examples for type and style based on a 0-7 numerical scale that is further segmented into 4 sub-categories: Dislike/No Opinion, Like, Like Very Much and Love.
- Evaluators are urged to taste as if they were in the privacy of their own homes and less 'analytically' or 'judgmentally'.
- Results are noted on control sheet by a clerk at the end of each session. Any wine exhibiting possible flaws will be re-tasted and flaw identified and noted.

Judges will work independently at their table and no note taking will be permitted other than filling in the rejection slip. Ranking of the wines will be conducted by physical location on the judging table in relationship to rank/rating strips (see next page).

Additional CWE Sensory Sensitivity Screening:

Osmic Enterprises, Inc. (OEI) is a research and development company that specializes in research and products for assessing the chemoreceptive senses of smell and taste. They develop highly sensitive, valid and reliable tests for assessing threshold, discrimination, identification, and memory developed by Dr. Lloyd Hastings, a chemosensory scientist with over 30 years of research experience. We anticipate the screening of 60-100 Evaluators:

1. Threshold Test - an assessment to quantify an individual's olfactory and taste sensitivity.
2. Identification Test - the ID test evaluates a person's ability to detect and identify different odors and tastes.
3. Discrimination Test - the D test evaluates a person's ability to differentiate between two odors and tastes.