Tasting Grid and Sensory Descriptors of Natural Wines.
A Semantic and Semiotic Analysis

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Abstract

◦Purpose – The emergence of "natural wines" shows a health and ecological awareness and changes in tastes and demand. This emerging culture, which raises the issue of reducing intrants in wine, renews the question of oenological description and focuses on the social issues of today's viticulture.

The communication problem of natural wines terminology and discourse involves not only the players in the wine field but also consumers who are experiencing with new taste qualities. Descriptions adapted to the organoleptic specificities of these wines and to the various communication situations in which they take place becomes necessary.

◦Design/methodology/approach – To serve this purpose, this project relies on semiotic and semantic studies on the discourse of sensible experiences, the relations between language and perception (Bordron 2000, 2002, 2010; Author, 2012, 2015, 2018; Petitot, 1985; Valentin, 2003) and on discursive genres (Author 2014, 2018). It is enriched by research in sensory analysis devoted to the typical image of wines and which offers interesting perspectives for the typology of wines (Gros, Lavigne, Thibaud, Gammacurta, Moine, Dubourdieu, Darriet, & Marchal 2017).

The adequacy of current terminology and discourse on natural wines thus implies the construction of a lexical semantics adapted to these types of wines, capable of meeting the evaluation and discrimination requirements of professionals and facilitating the understanding of these wines by the general public.

The analysis of these descriptors must take into account the organoleptic specificities of these products, current tasting protocols and lexical grids as well as the descriptive rhetoric used in the various situations and communication media.

To carry out this project, we will adopt a double methodology: 1. A contrastive linguistic and semantic analysis through which we will identify, on the various discourse on natural wines

(tasting comments, websites and blogs), the terminology used to describe them. This terminology will be compared to that used to describe conventional wines. 2. A semiotic analysis in order to identify gustatory structure of natural wines.

◦Findings − The first studies show that nature winegrowers use transgressive communication strategies that break the codes of classic tasting and wine culture: unusual names and labels, tasting web comments on blogs and social networks… All this desecrates wine and creates a close relationship with consumers.

◦Practical implications − This project proposes to meet the socio-economic actors' expectations in terms of communication and promotion of natural wines. Finding an adapted analysis grid and terminology will make it possible to improve their capacity to "put these wines into discourse" and to make them better understood by everyone.