

**WineRelease.com Reader Opinion Survey –
Wine Making Enhancement Methods**

Consumer respondents: 469, Trade respondents: 123. Surveyed December 2006

1. Oak barrels - Used to store wine during aging. Adds vanilla, toastiness, tannin and creaminess to wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
57%	91%	Okay, no need to disclose.	34	24
43%	7%	Okay, but should be disclosed on label.	36	25
100%	98%	Total of above responses	2	1
0%	0%	Should not be allowed.	0	0
1%	2%	No Reply.	1	1

2. Oak Staves - Planks of oak that are placed in stainless steel fermentation tanks to add oak influence to the wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
35%	83%	Okay, no need to disclose.	48	34
52%	13%	Okay, but should be disclosed on label.	39	28
87%	96%	Total of above responses	9	6
14%	1%	Should not be allowed.	13	9
0%	3%	No Reply.	3	2

3. Oak chips - Added to stainless steel fermentation tanks to add oak influence to the wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
31%	81%	Okay, no need to disclose.	50	35
49%	14%	Okay, but should be disclosed on label.	35	25
80%	95%	Total of above responses	15	11
20%	2%	Should not be allowed.	18	13
0%	3%	No Reply.	3	2

4. Sugar/sweetner (a.k.a. "chaptalize") - Used to increase the alcohol level in wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
22%	50%	Okay, no need to disclose.	28	20
49%	23%	Okay, but should be disclosed on label.	26	18
71%	73%	Total of above responses	2	1
28%	24%	Should not be allowed.	4	3
1%	3%	No Reply.	2	1

5. Acidifying - Acids (tartaric and citric) used to balance the ph level in the wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
41%	89%	Okay, no need to disclose.	48	34
47%	8%	Okay, but should be disclosed on label.	39	28
88%	97%	Total of above responses	9	6
12%	0%	Should not be allowed.	12	8
1%	3%	No Reply.	2	1

6. Micro-Oxygenation - The controlled introduction of oxygen into wine to soften tannins.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
56%	86%	Okay, no need to disclose.	30	21
33%	6%	Okay, but should be disclosed on label.	27	19
89%	92%	Total of above responses	3	2
10%	5%	Should not be allowed.	5	4
1%	3%	No Reply.	2	1

- Continued -

7. Color - Adding dyes to enhance color.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
8%	24%	Okay, no need to disclose.	16	11
26%	23%	Okay, but should be disclosed on label.	3	2
34%	47%	<i>Total of above responses</i>	13	9
66%	50%	Should not be allowed.	16	11
1%	2%	No Reply.	1	1

8. Alcohol - Added to alter the taste, texture, and structure of the wine itself.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
15%	40%	Okay, no need to disclose.	25	18
35%	31%	Okay, but should be disclosed on label.	4	3
50%	71%	<i>Total of above responses</i>	21	15
50%	26%	Should not be allowed.	24	17
1%	3%	No Reply.	2	1

9. Dealcoholization - Process that lowers the alcohol content of wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
27%	71%	Okay, no need to disclose.	44	31
45%	20%	Okay, but should be disclosed on label.	25	18
72%	91%	<i>Total of above responses</i>	19	13
27%	7%	Should not be allowed.	20	14
2%	3%	No Reply.	1	1

10. Water – Used to increase volume and/or lower alcohol content.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
30%	79%	Okay, no need to disclose.	49	35
30%	7%	Okay, but should be disclosed on label.	23	16
60%	86%	<i>Total of above responses</i>	26	18
40%	10%	Should not be allowed.	30	21
1%	5%	No Reply.	4	3

11. Tannic acid (Tannins) - Adds aging qualities and balance and gives most wines their "zest" or "bite".

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
33%	74%	Okay, no need to disclose.	41	29
39%	12%	Okay, but should be disclosed on label.	27	19
72%	86%	<i>Total of above responses</i>	14	10
28%	10%	Should not be allowed.	18	13
1%	4%	No Reply.	3	2

12. Fined/Filtered: Used to clarify a wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
45%	85%	Okay, no need to disclose.	40	28
53%	11%	Okay, but should be disclosed on label.	42	30
98%	96%	<i>Total of above responses</i>	2	1
2%	0%	Should not be allowed.	2	1
1%	4%	No Reply.	3	2

13. Glycerol - Adds smoothness to a wine.

<u>Consumer</u>	<u>Trade</u>	<u>Response Options</u>	<u>Difference</u>	<u>Standard Deviation</u>
18%	44%	Okay, no need to disclose.	26	18
43%	19%	Okay, but should be disclosed on label.	24	17
61%	63%	<i>Total of above responses</i>	2	1
38%	33%	Should not be allowed.	5	4
1%	5%	No Reply.	4	3

Percentages may not add to 100% due to rounding.

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