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Testing lexical equivalences for wine flavours in emerging markets: do hawthorns taste like blackberries?

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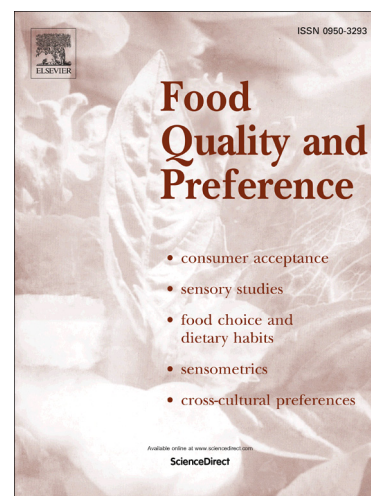
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Testing lexical equivalences for wine flavours in emerging markets: do hawthorns taste like blackberries?

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Abstract:

One of the issues facing any food or beverage export sector is describing the sensory characteristics of products using local, meaningful terminology. This task is further complicated

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