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## **Wine and Health Perceptions: Exploring the Impact of Gender, Age and Ethnicity on Consumer Perceptions of Wine and Health**

by

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### **Abstract**

This study explores U.S. wine consumers' perception of wine and health by gender, age, and ethnic background. An extensive body of epidemiological studies suggests that there are health benefits from moderate wine drinking. In light of an increased consumer preference over healthier foods and beverages, it is important to understand the health orientation of wine consumers and the effect of gender, age, or ethnicity on their perceptions of wine and health.

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