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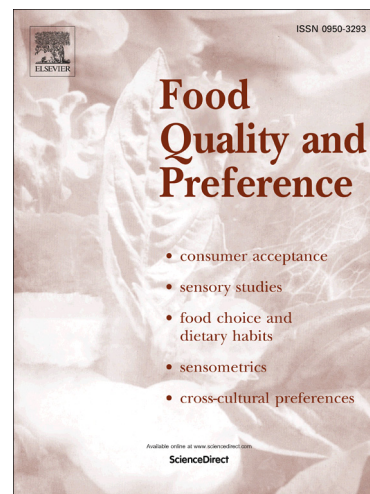
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# **Wine-related aromas for different seasons and occasions: hedonic and emotional responses of wine consumers from Australia, UK and USA**

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## **ABSTRACT**

It is still not fully clear how particular aromas in wine may affect consumers' liking and emotional responses, and whether these change in different contexts and seasons. Therefore, a study was conducted with 3000 regular wine consumers from Australia, UK and USA using an online survey that assessed liking for 59 wine aromas, and from which 9 aromas, selected as representatives of groups of similar aromas, were profiled for elicited emotions by the ScentMove™ scale.

The most liked wine aromas across all countries were 'berry-like', followed by 'vanilla', 'chocolate', 'citrus-like' and 'honey'. Interestingly, aromas with the same liking rating displayed significantly different emotional profiles which seemed to drive differences in preferred consumption occasion and season. For example, highly liked 'passionfruit', associated with *happy, relaxed* and *romantic* emotions, were suitable for many occasions and seasons, 'lemon' evoking *energetic* feelings was

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