

**SEMINAR PRESENTER**  
**GIANNI TRIOLI**

Purdue Wine Grape Team presents

**BERRY SENSORY  
ANALYSIS SEMINAR**

**Purdue  
University**

625 Agriculture Mall Dr.  
West Lafayette, IN 47907  
765-494-1296

Gianni Trioli is founder and president of *Vinidea*, a consulting firm that specializes in information services for the professional wine industry. *Vinidea* provides training, seminars, congresses, travel study, and press release information for wine professionals. Their services are designed to make the information practical, understandable, and appropriate for the intended audience. Gianni will be giving the Berry Sensory Analysis workshop in California, Oregon, Ontario, and Iowa, in addition to this session in Indiana. We are very lucky to be able to offer his expertise to our growers. [www.vinidea.it](http://www.vinidea.it)

**Directions:**

The Marion County Purdue Cooperative Extension office is in Intech Park, located just off I-465 North at 71st Street. If approaching from the north, exit I-65 at 71st Street (Exit 124) and go east on 71st Street. If approaching from the south, exit I-465 (west loop) at 71st Street (Exit 21) and go west on 71st Street to the Intech Park entrance. Building 6640 is at the intersection of Intech Blvd and Network Way.

**PURDUE AGRICULTURE**

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**September 9, 2008**  
**3:00 - 7:00pm**

**Marion County Extension Office**  
**6640 Intech Blvd., Ste 120**  
**Indianapolis, IN 46278**



# What is Berry Sensory Analysis?



## REGISTRATION

The Berry Sensory Analysis method was originally developed by the Jacques Rousseau group at ICV (Institut Coopératif du Vin) in Montpellier. The goal is to provide grape growers and wine-makers a common language to characterize grape maturity in great detail. The method has the following traits:

- Easy: After a 3 to 4-hour training session, people can directly apply the method and teach it to colleagues and employees.
- Quick: The field evaluation can be completed within the time normally required for fruit quality and maturity sampling.
- Recordable: The sensory evaluations are recorded on a special score sheet.
- Reliable: With attention to simple sampling rules, the method allows comparisons between different weeks or years in the same vineyard.

The BSA method has quickly become the most widely recognized, useful, and practical method currently available worldwide. Moreover, the method can be easily adapted to regional specific needs. More than 5,000 people in France, Italy, the United States, South America, Australia, Spain, Portugal and South Africa have been trained in this method.

The BSA seminar will address the following issues:

- Principles of the berry assessment method
- Proper vineyard sampling rules
- Standardized score sheets with descriptors to assess berry maturity
- Hands-on training on how to evaluate the descriptors on whole berry, pulp, skin, and seeds



Each step of the seminar will be coupled with the tasting of berry samples specifically prepared for the session. This allows a complete comprehension of the method and greatly increases the evaluation skills of the participants. The seminar is held in a meeting room, but elements for correct field evaluation will be provided along with a color publication of the BSA methods.

Pre-registration is required to reserve your seat for this event. Space is limited. Registration is \$150. Registration deadline is August 22nd.

If you have any questions, contact Bruce Bordelon at [bordelon@purdue.edu](mailto:bordelon@purdue.edu) or (765) 494-8212.

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Return form along with your check or money order for \$150.00 to:

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Make checks payable to:  
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Purdue Wine Grape Team  
Indiana Wine Grape Council