



Introduction to Sensory Evaluation

Vinquiry's Introduction to Sensory Evaluation seminar is back and better than ever! Led by our new Sensory Scientist Denise Gardner, this seminar will introduce you to more of the key elements of sensory evaluation and the benefits of using sensory evaluation in winemaking. Participants will learn basic concepts of sensory physiology and how humans sense sensory stimuli. The Sensory Scientist will guide participants through several mock sensory panels including a discrimination panel, descriptive training of aromas and flavors, wine descriptive evaluation, and a consumer preference panel. Ways to identify tastes, aromas, and flavors using solution standards, reference standards, and wines will be presented. Participants will also be provided with information on sensory thresholds and how to analytically use sensory evaluation. Overall, wine industry personnel will come away with a new understanding and an analytical approach to sensory evaluation. This seminar is recommended as a prerequisite for future Vinquiry sensory seminars.

Reserve your space now!

Due to limited class size, advance registration is required. Please fax this form back to (707) 838-1765 or call (707) 838-6312 to reserve your space.

Main Office: 7795 Bell Road · Windsor, CA 95492 · Ph 707-838-6312 · Fax 707-838-1765
Santa Maria: 2717 Aviation Way, Suite 100 · Santa Maria, CA 93455 · Ph 805-922-6321 · Fax 805-922-1751
Napa: 2025 Redwood Road, Suite 9 · Napa, CA 94558 · Ph 707-259-0740 · Fax 707-259-0760
Paso Robles: 6305 Buena Vista Drive, Suite 102 · Paso Robles, CA 93446 · Ph 805-591-3321 · Fax 805-591-3322

Location

Vinquiry Santa Maria
2717 Aviation Way
Suite 100
Santa Maria, CA 93544

_____ March 9th, 10am at Vinquiry Santa Maria

Fee: \$150/person

Name(s) _____

Company _____

Phone _____

Email/Fax* _____

Payment Method:

- Enclosed is a check payable to Vinquiry
- Vinquiry Account
- Visa/MasterCard/American Express

Account #: _____

Exp: _____ V-Code: _____ Zip Code: _____

Cardholder: _____

**If you do not receive confirmation via fax or email within 48 hours of submitting this form, please call to ensure that your space has been reserved.*

No refunds will be given the day of the seminar or thereafter.