



## **Importance of Landscape for Wine Quality Perception: a Pilot Study**

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### **Abstract**

The aim of this work is to evaluate the importance of the landscape in the wine quality perception, using a statistical method called Conjoint Analysis (Gustafsson et al., 2001). For this goal we developed a questionnaire which was evaluated on its reliability and on its correspondence to the research objective. Preliminary results proved the 'logical' validity of the research questions since the presence of a landscape with a high visual impact ("evocative") induces a greater preference for the tasted wine. That increase in the preference is statistically significant.