

**UNIVERSITY OF REIMS CHAMPAGNE-ARDENNE**  
UFR DE SCIENCES ECONOMIQUES ET DE GESTION

and

**INTERPROFESSIONAL CHAMPAGNE WINE COMMITTEE**

**Enometrics VII**  
**Epernay – May 13<sup>th</sup> 2000**

**EXPERIMENTAL SESSION**

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# PART ONE :

## SURVEY

**Place number :**

### Socio-economic questions

1. What is your sex ?

M  F

2. What is your nationality ?

3. How old are you ?

4. What is the net monthly income (after tax) of your household in French francs ?

0-5000	5000-10000	10000-15000
15000-20000	20000-25000	25000-30000
30000-40000	40000-50000	50000-75000
75000-100000	> 100000	

5. Where do you come from ?

Champagne – Ardenne Region   
Elsewhere in France   
Outside France

### Your wine-drinking habits

6. Do you usually drink wine ?

Yes  No

7. If yes, how often ?

Once a year   
Once a month   
Once a week   
More than once a week

8. Do you drink sparkling wines other than champagne ?

Yes  No

9. Have you already drunk champagne ?

Yes  No

10. If yes, how often do you usually drink champagne ?

Once a year   
Once a month   
Once a week   
More than once a week

11. As a wine drinker, would you consider yourself to be :

An absolute beginner   
A fairly ignorant wine-lover   
A fairly knowledgeable wine-lover   
An expert

12. As a wine drinker, how do other people see you ?

An absolute beginner   
A fairly ignorant wine-lover   
A fairly knowledgeable wine-lover   
An expert

CHAMPAGNE DELAMOTTE

BRUT

BLANC DE BLANCS



**CHAMPAGNE DELAMOTTE**

**BRUT**

**BLANC DE BLANCS**

1. Did you know this champagne before it was presented to you today ?

Yes  No

2. If yes, how ? (more than one answer can be given)

- By reputation

In this case, by what means ?

Word of mouth

Specialist publication

Wine merchant

Advertising

Other (please specify)

- By having tasted it

CHAMPAGNE GOSSET

BRUT

GRAND MILLESIME 1993



La Maison GOSSET ne millésime ses Vins que les années où la récolte est de qualité exceptionnelle. Cette Cuvée millésimée est rigoureusement sélectionnée avant de séjourner au moins cinq à huit années en bûche cave. C'est un Grand Champagne, très équilibré, frais, élégant et fin dont le caractère, la vitalité et la longueur en bouche le prédisposent à l'appétit ou encore sur les viandes blanches et les poissons.

**CHAMPAGNE GOSSET**

**BRUT**

**GRAND MILLESIME 1993**

1. Did you know this champagne before it was presented to you today ?

Yes  No

2. If yes, how ? (more than one answer can be given)

- By reputation

In this case, by what means ?

Word of mouth

Specialist publication

Wine merchant

Advertising

Other (please specify)

- By having tasted it

CHAMPAGNE HENRI MANDOIS

BRUT

CUVEE DE RESERVE



**CHAMPAGNE HENRI MANDOIS**

**BRUT**

**CUVEE DE RESERVE**

1. Did you know this champagne before it was presented to you today ?

Yes  No

2. If yes, how ? (more than one answer can be given)

- By reputation

In this case, by what means ?

Word of mouth

Specialist publication

Wine merchant

Advertising

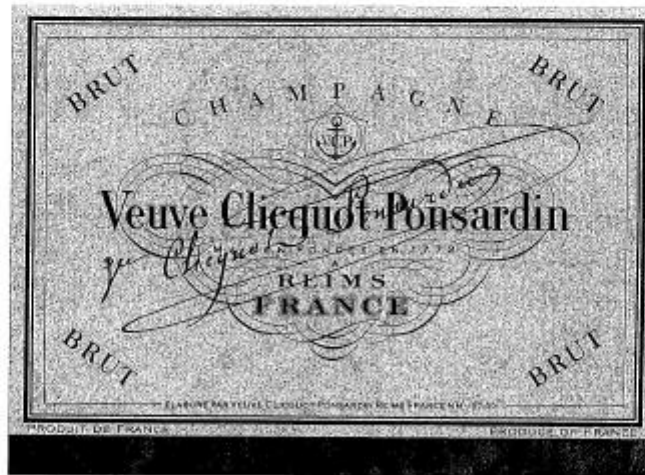
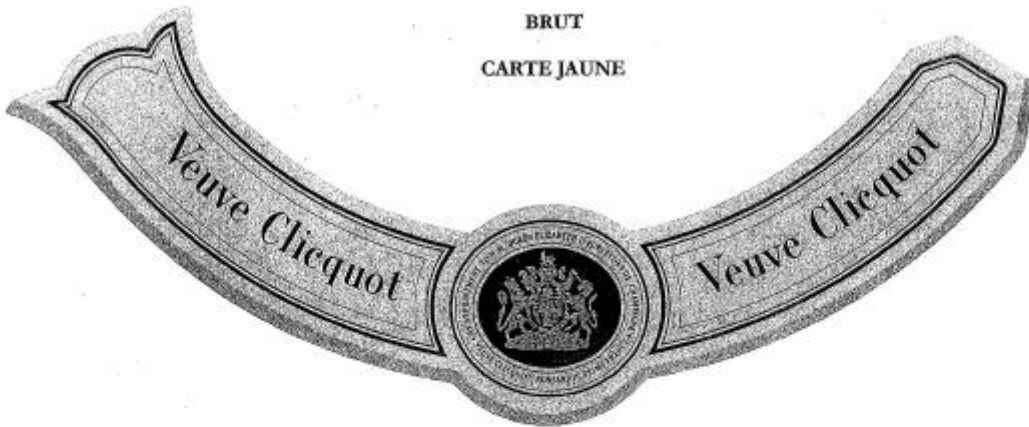
Other (please specify)

- By having tasted it

CHAMPAGNE VEUVE CLICQUOT PONSARDIN

BRUT

CARTE JAUNE



**CHAMPAGNE VEUVE CLICQUOT PONSARDIN**

**BRUT**

**CARTE JAUNE**

1. Did you know this champagne before it was presented to you today ?

Yes  No

2. If yes, how ? (more than one answer can be given)

- By reputation

In this case, by what means ?

Word of mouth

Specialist publication

Wine merchant

Advertising

Other (please specify)

- By having tasted it

## GRADING N° 1 : USING THE INFORMATION ON THE BOTTLE

Please grade the different champagnes (from 1 – your favourite – to 4) according to the quality you attribute to them :

Champagne Delamotte	<input type="checkbox"/>
Champagne Gosset	<input type="checkbox"/>
Champagne Henri Mandois	<input type="checkbox"/>
Champagne Veuve Clicquot Ponsardin	<input type="checkbox"/>

**What factors influenced your choice of grading ? (More than one answer can be given)**

Champagne graded n°1		Champagne graded n°2		Champagne graded n°3		Champagne graded n°4	
Known brand		Known brand		Known brand		Known brand	
Label (style)		Label (style)		Label (style)		Label (style)	
Informative label		Informative label		Informative label		Informative label	
Bottle (style)		Bottle (style)		Bottle (style)		Bottle (style)	
Location		Location		Location		Location	
Age of the firm		Age of the firm		Age of the firm		Age of the firm	
Blanc de Blancs		Blanc de Blancs		Blanc de Blancs		Blanc de Blancs	
Grand Millésime 1993		Grand Millésime 1993		Grand Millésime 1993		Grand Millésime 1993	
Cuvée de réserve		Cuvée de réserve		Cuvée de réserve		Cuvée de réserve	
Veuve		Veuve		Veuve		Veuve	
H.M. Queen Elizabeth II		H.M. Queen Elizabeth II		H.M. Queen Elizabeth II		H.M. Queen Elizabeth II	
Carte Jaune		Carte Jaune		Carte Jaune		Carte Jaune	
Others :		Others :		Others :		Others :	
-		-		-		-	
-		-		-		-	
-		-		-		-	
-		-		-		-	
-		-		-		-	
-		-		-		-	
-		-		-		-	

## GRADING N° 2 : USING BOTTLE INFORMATION AND PRICE

**Place number :**

Now that prices are given, please grade the champagnes on the basis of their quality :

	<b>Sale Price</b>	<b>Grading</b>
Champagne Delamotte	104 FF	<input type="text"/>
Champagne Gosset	179,4 FF	<input type="text"/>
Champagne Henri Mandois	82 FF	<input type="text"/>
Champagne Veuve Clicquot Ponsardin	137 FF	<input type="text"/>

**GRADING N° 3 : BLIND TASTING**

**Place number :**

Please grade these different champagnes in your order of preference :

Champagne A	<input type="text"/>
Champagne B	<input type="text"/>
Champagne C	<input type="text"/>
Champagne D	<input type="text"/>

**PART TWO :**

**CHAMPAGNE TASTING INITIATION**

We now propose another session of blind tasting, involving four more champagnes. Your grading of these champagnes will be based uniquely on the information given by the oenologist and on your own taste.

<b>Place number :</b>
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1. Do you smoke ?

Yes            No   

2. Do you regularly drink coffee ?

Yes            No   

**GRADING N°4 : FOLLOWING THE OENOLOGIST INTERVENTION**

Please grade these different champagnes in your order of preference :

Champagne E	<input type="checkbox"/>
Champagne F	<input type="checkbox"/>
Champagne G	<input type="checkbox"/>
Champagne H	<input type="checkbox"/>

3. To which style of champagne do you feel closest ?

Champagne with Body	<input type="checkbox"/>
Champagne with Heart	<input type="checkbox"/>
Champagne with Spirit	<input type="checkbox"/>
Champagne with Soul	<input type="checkbox"/>

4. Have the oenologist's comments enabled you better to appreciate the champagne ?

Yes  No

5. Have these comments influenced your choice ?

Yes  No

6. In relation to your choice, did you find the notebooks distributed by the CIVC to be :

Very useful

Moderately useful

Not at all useful

7. In completing the champagne tasting initiation sheet, have you been following :

The suggestions of the oenologist

Your own personal impressions