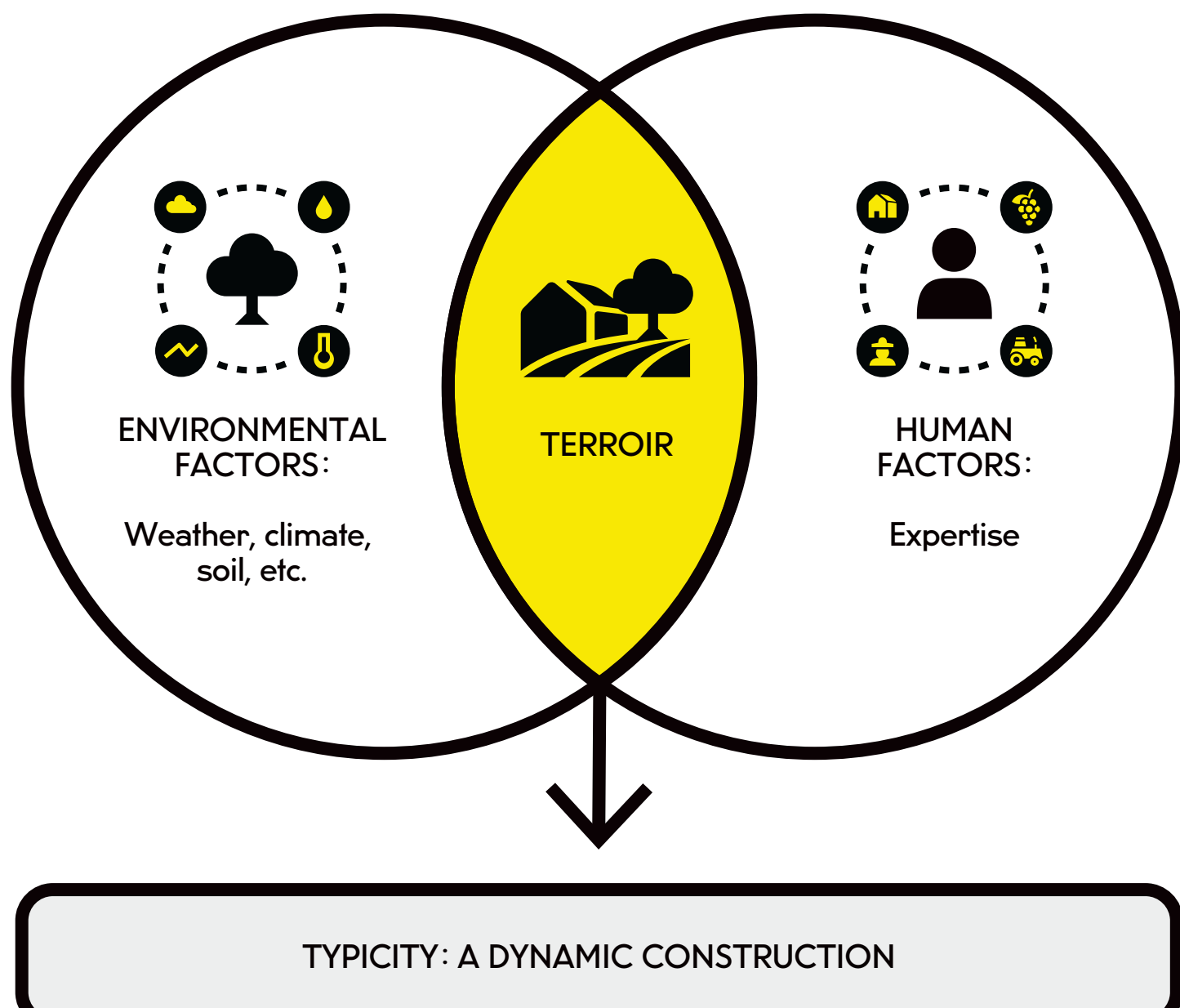


# THE TYPICALITY OF QUEBEC WINES: A STUDY OF THE DISCOURSE AND VOCABULARY USED TO DESCRIBE THEM

## Typicality: Expression of "terroir"

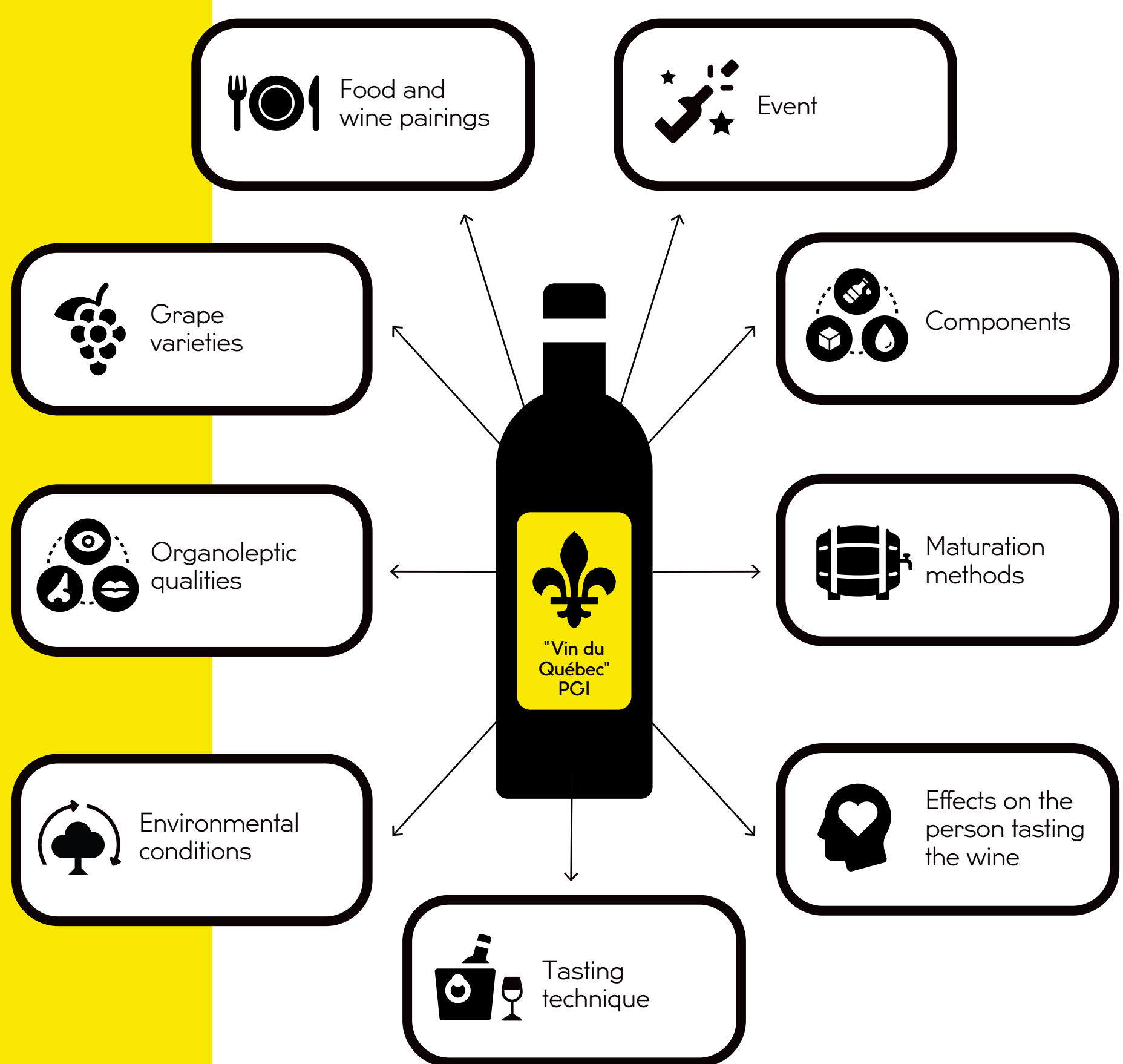


## Wine discourse is a promotional tool as it:

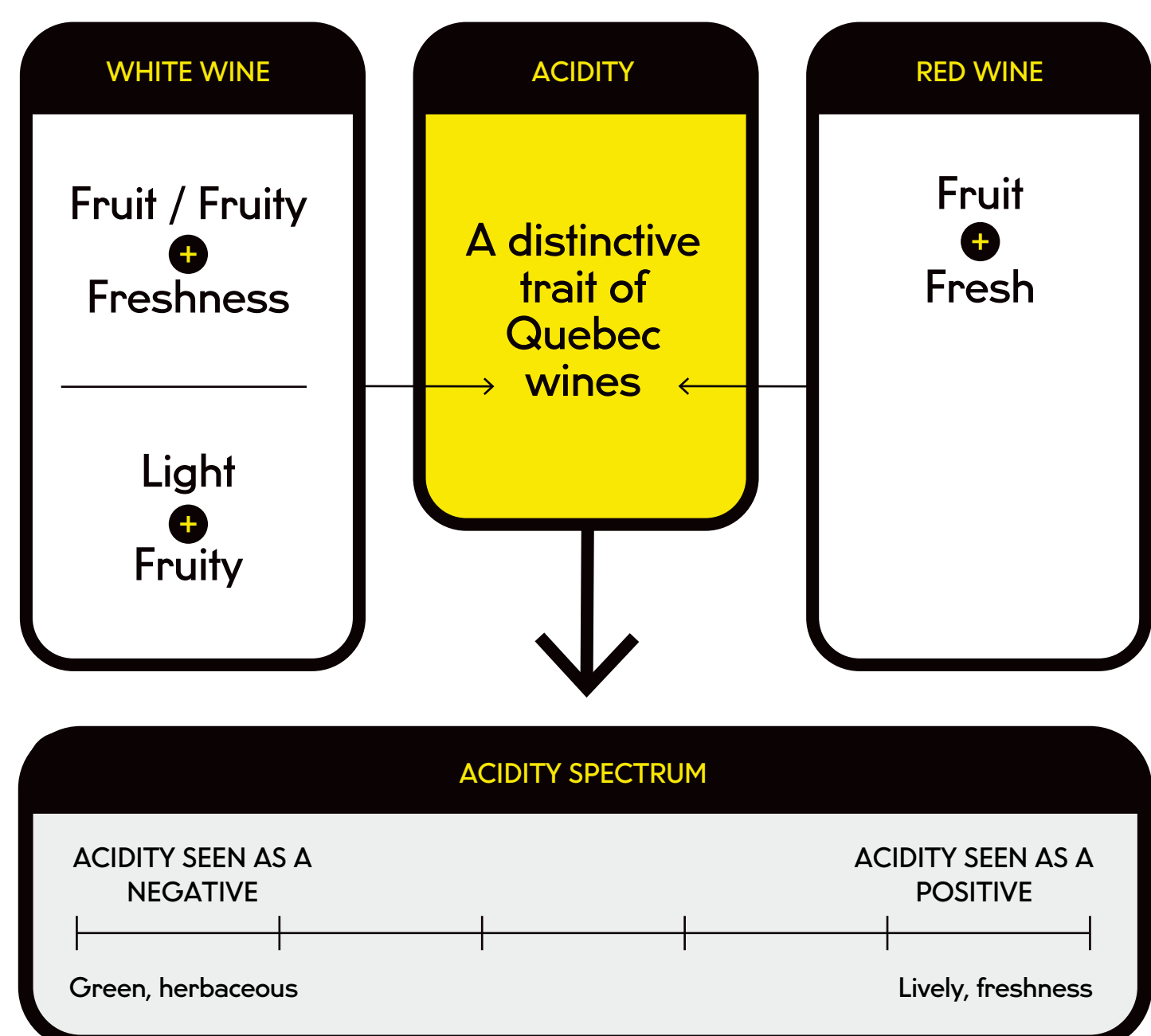


## Analyzing specialized wine discourses

How do winemakers talk about Quebec wine and its distinctive character? What words do they use to represent its typicality?



## The most common words associated with Quebec wines as a whole



According to the study participants, no one wine truly represents the category of "Quebec wine." They were more likely to talk about Quebec "wines" than Quebec "wine." However, some factors do set Quebec wines apart:

- Winemakers look for the grape varieties best adapted to Québec's environmental conditions.
- Quebec wines have a characteristic acidity, which is an expected and sought-after quality for white wines.
- How much work went into the wine, whether there is minimal or significant intervention.
- New occasions and methods of tasting that are better suited to the unusual profiles of the wines.
- The passage of time, which will lead to continued testing and experimentation in both the winery and the vineyard.
- The "Vin du Québec" protected geographical indication (PGI).

To learn more, watch the video

**GastronomiQc Lab**

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