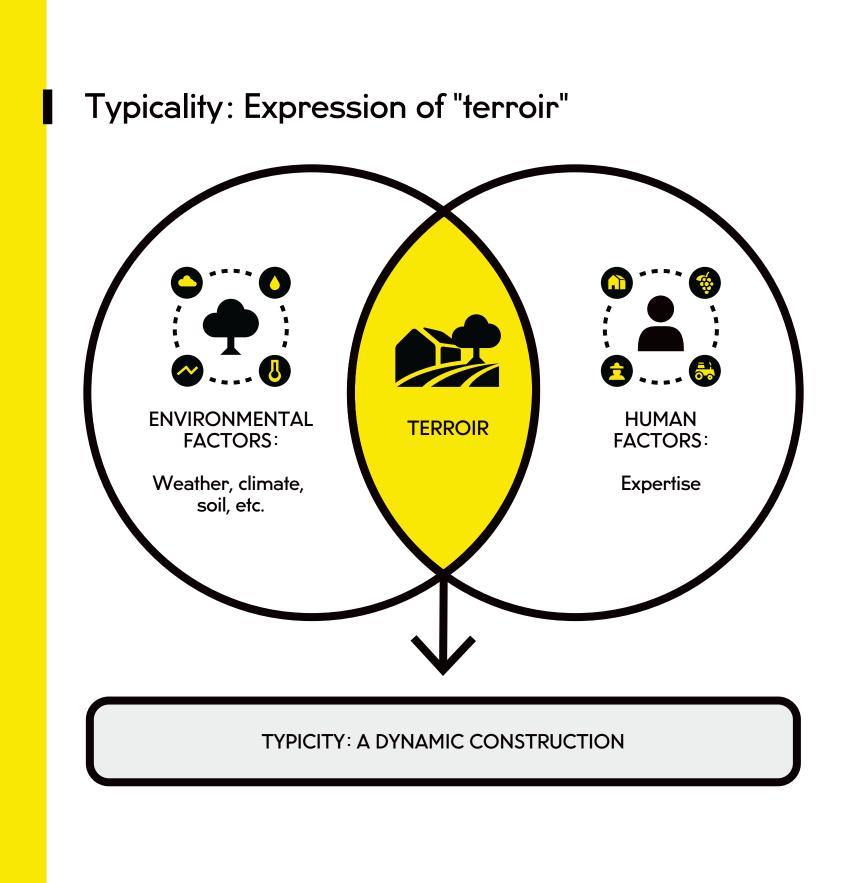
THE TYPICALITY OF QUEBEC WINES: A STUDY **OF THE DISCOURSE AND VOCABULARY USED** TO DESCRIBE THEM



Wine discourse is a promotional tool as it:





Enhance people's wine knowledge



Add to our collective imagination and social representations of wine

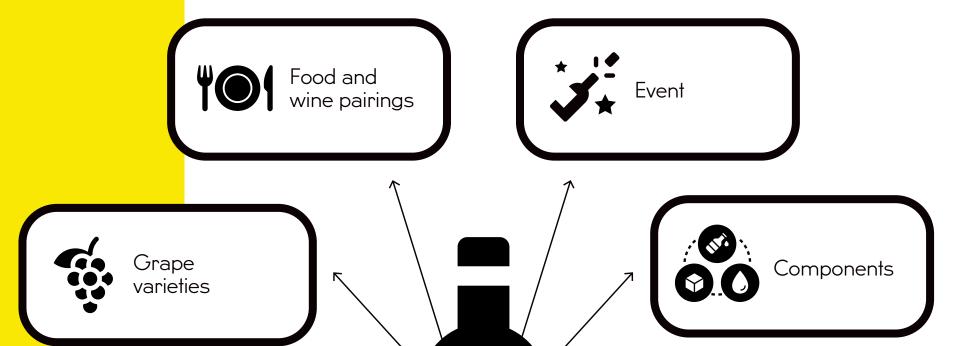


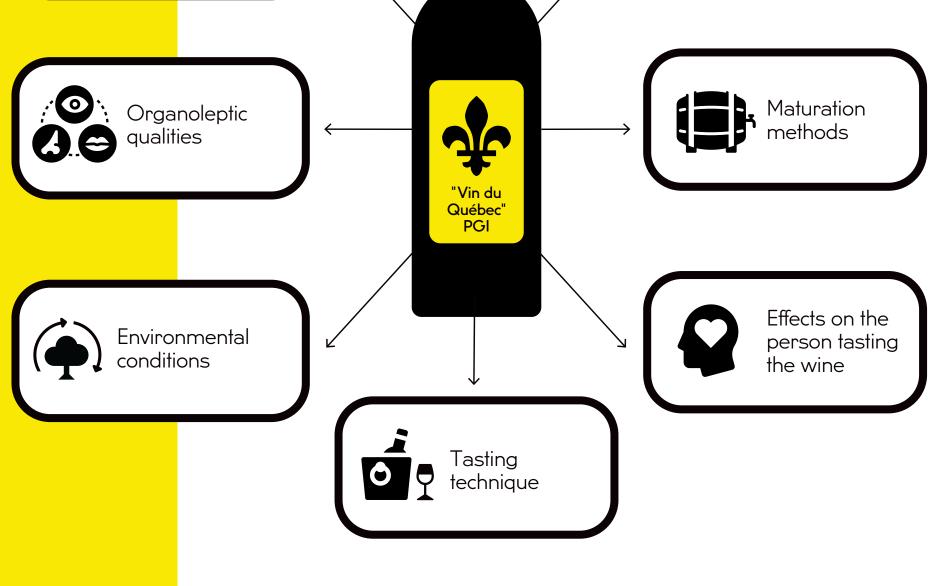
Help build the reputation of wines

Analyzing specialized discourses lets us understand how wineindustry professionals perceive and conceptualize the typicity of Quebec wines.

Analyzing specialized wine discourses

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





The most common words associated with Quebec wines as a whole

WHITE WINE	ACIDITY	RED WINE
Fruit / Fruity Freshness	A distinctive trait of Quebec → wines ←	Fruit Fresh
Light Truity		

ACIDITY SPECTRUM				
ACIDITY SEEN AS A NEGATIVE			CIDITY SEEN AS A POSITIVE	
Green, herbaceous			Lively, freshness	

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 Quebec'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 of 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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