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Introduction

With climate change, improvement of the technics and the use of more adapted grape varieties, Wallonian viticulture is currently booming, with some wines from the “Entre-Sambre-Et-Meuse” terroir winning international medals (e.g. “Le chant d’Eole” or “Ruffus”). Although, there is still a long way to go to raise the public perception of this emerging terroir.

Concept

Gastronomic mediation : concept of pedagogic tool using gastronomy as an intermediary between the producer and the consumer by communicating about a product, its specificities, its preparation and tasting, through experience and knowledge sharing.

Methodology

1. Comparing Entre-Sambre-Et-Meuse terroir with other well-established terroirs.
2. Interviewing experts to rank the most important components of the terroir perception with AHP method.
3. Developing gastronomic workshops around these components.
4. Hybrid approach to test the workshops with public.

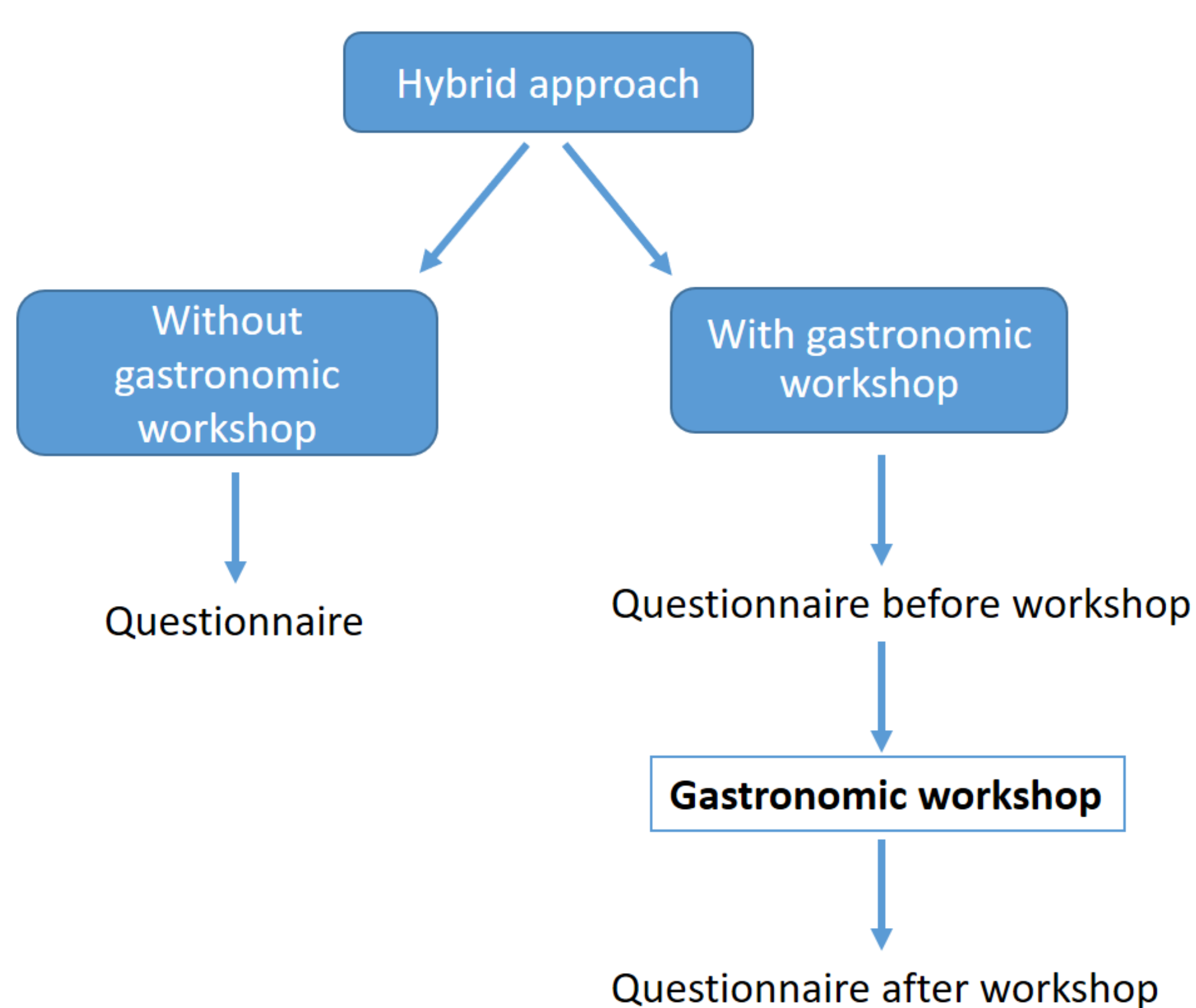


Figure 3. Hybrid approach to test the gastronomic workshops

Conclusion

With these results, we aim to help producers of this emerging terroir to reach consumers through a new tool to improve the perception of their product and savoir-faire.

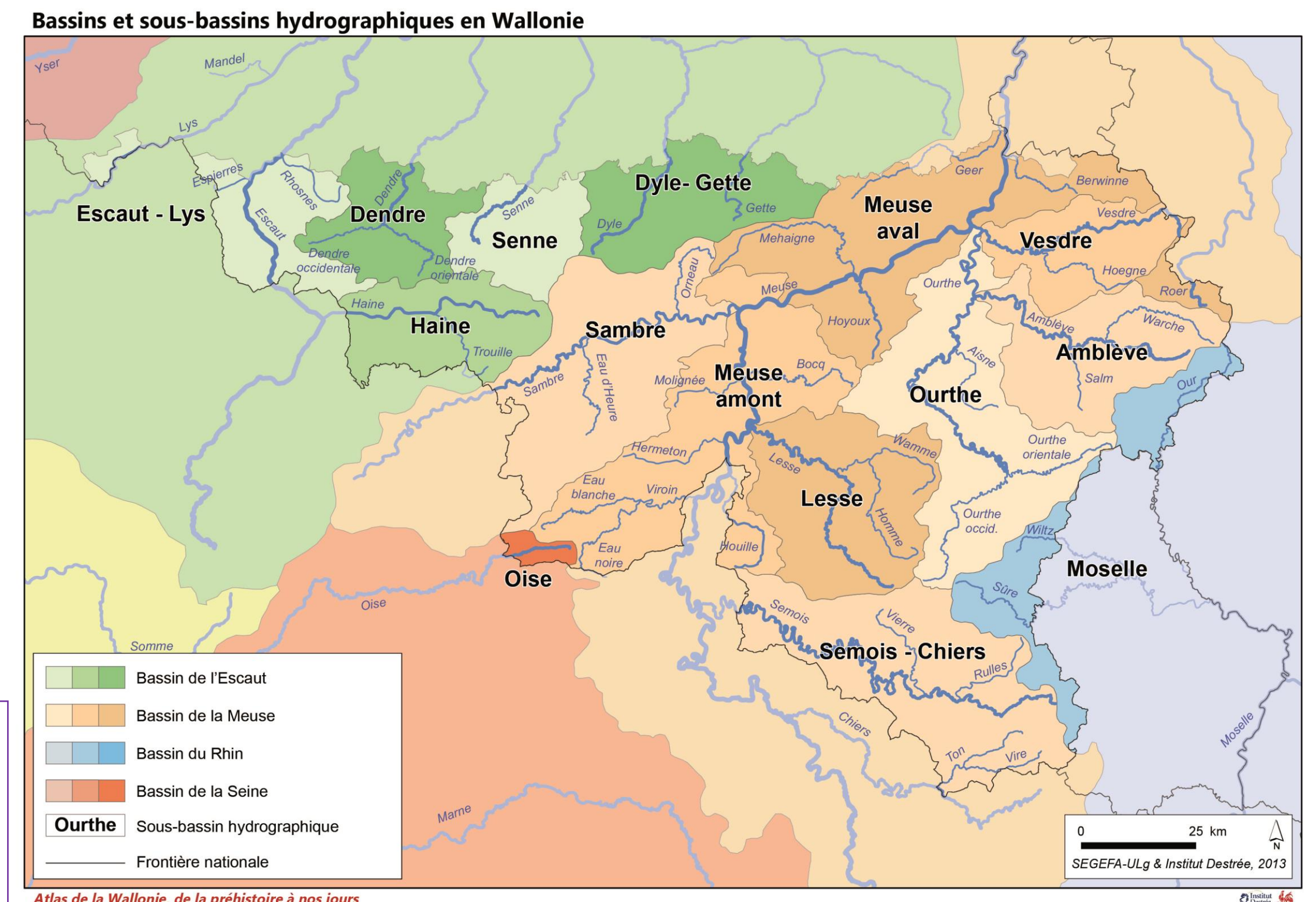


Figure 1. Geographical area of the “Entre-Sambre-et-Meuse” terroir (in orange)

Objectives

- Study the potential of *gastronomic mediation* to raise the public perception of “Entre-Sambre-Et-Meuse” wines and promote the terroir and its different components, through the development of workshops.
- Characterize which terroir components can improve its public perception the most.

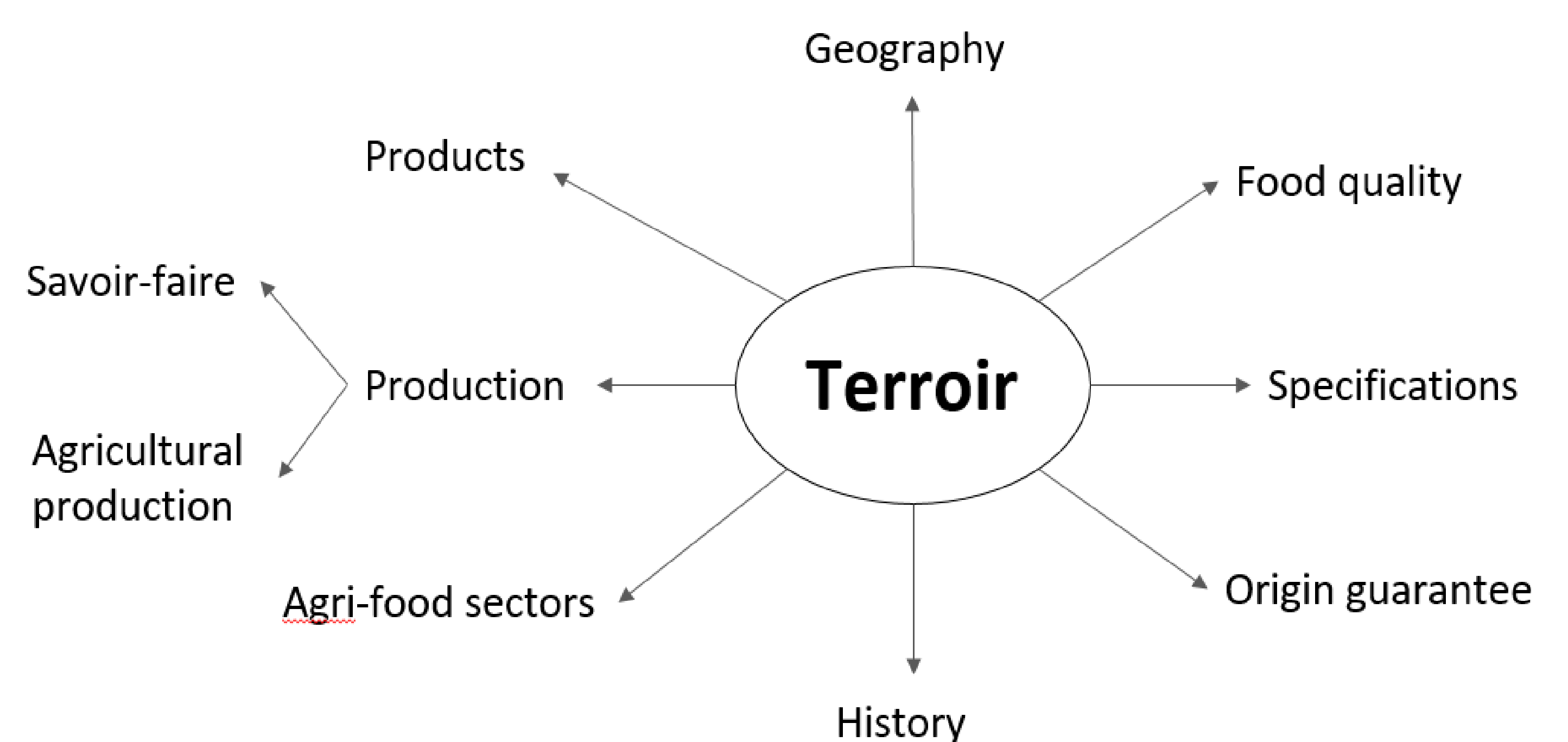


Figure 2. Components of a terroir



Figure 4. Entre-Sambre-et-Meuse vineyard