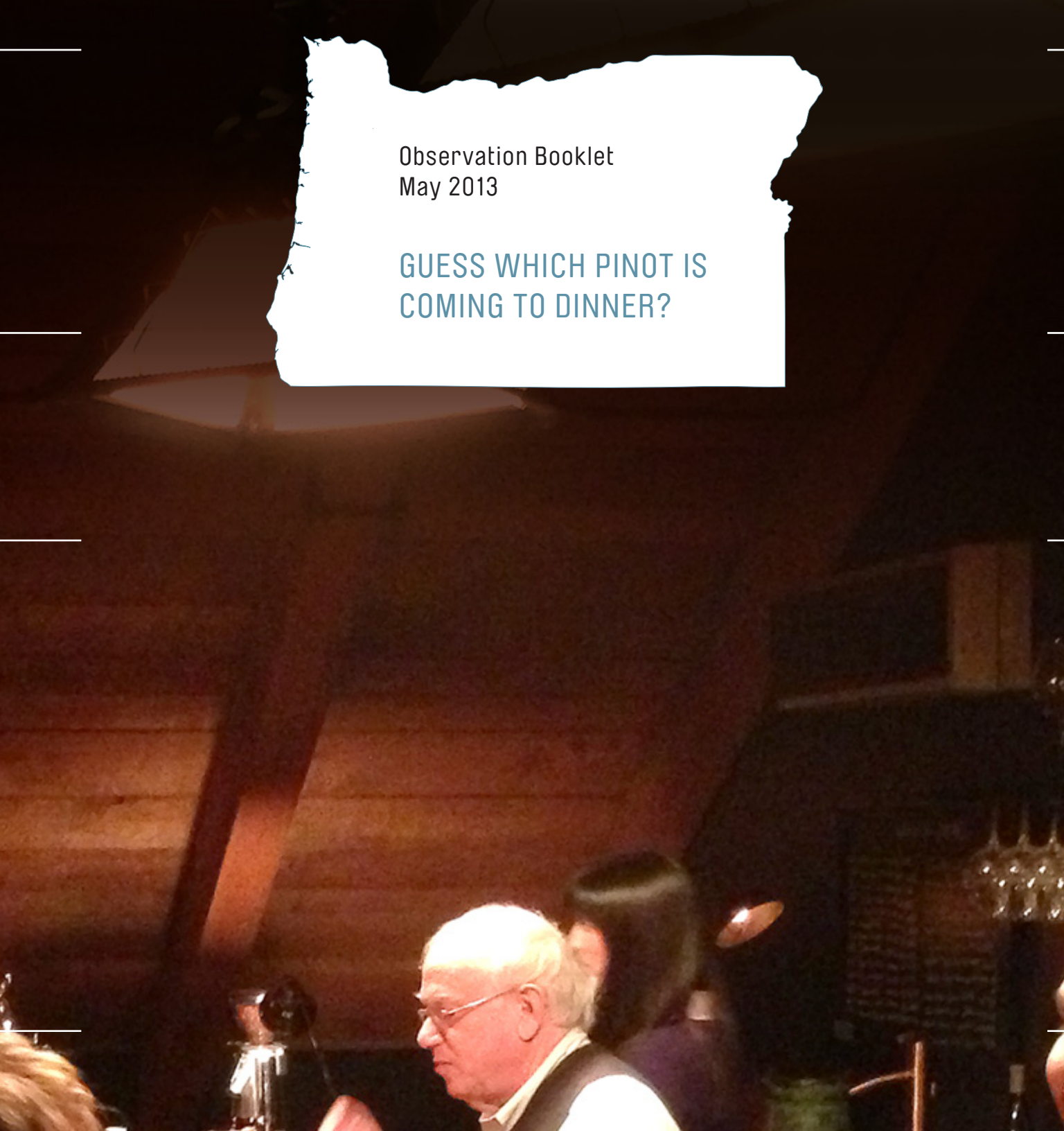


Observation Booklet  
May 2013

GUESS WHICH PINOT IS  
COMING TO DINNER?



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## OBSERVATION GOALS

Determine if there a relationship between wine knowledge and purchasing biodynamic wine.

## GENERAL OBSERVATIONS ABOUT CONSUMERS TO DOCUMENT

Clothing, approximate age.

Why they are buying the wine, are they going to a party, is it for dinner, anything.

What else are they shopping for?

Does it appear that price is a deciding factor?

How many bottles are they picking up before they choose one?

Did they go to a specific variety or are they just browsing for a wine?

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## Questionnaire 1.1

### WINE

*When was the last time you drank a glass of wine?  
What variety was it, do you remember the vineyard?*

*What were you doing when you were drinking that  
glass of wine? Describe the situation?*

*Would you consider yourself an aficionado or just a casual  
wine drinker? What are the characteristics of an aficionado?*

*How many bottles of wine do you keep at home?*

*Do you belong to a wine club? (If yes) How many?*

*What type of situations do you drink wine: social,  
after work, with food?*

*How strong is the food/wine connection for you?*

*Tell me a story. Tell me about the point in your life when  
you first came to understand wine, when you started to  
understand the nuances. How did you start to understand  
what you liked and how you started to seek it out?  
How did your understanding of wine change?*

## Questionnaire 1.2

### BIODYNAMIC WINE

*Do you tend to follow a vineyard or just a variety?  
Are you interested in learning about the vineyard?*

*How familiar are you with biodynamic viticulture?*

*(If yes) How did biodynamic wine first come  
to your attention?*

*(If yes) have you ever read anything about the  
biodynamic wine making process?*

*Have you discussed biodynamic wines with fellow enthusiast?*

*Does biodynamics influence your wine purchasing decisions?*

*When purchasing wine, do you seek out biodynamic  
vineyards?*

*Would you take extra efforts to visit a biodynamic vineyard?*

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### Questionnaire 1.3

## WINE PURCHASING QUESTIONS

*Do you read wine related magazines and/or online publications? (If yes) Which ones and how often?*

*Do you read wine blogs? (If yes) How often? Do you participate in online discussions?*

*How influential are reviews and/or 'word of mouth' when purchasing a wine for the first time?*

*Do you attend wine events like, special tasting or food and wine pairings? If so, do these events influence your purchases?*

*Are you interested in learning about the vineyard? Do you tend to follow a vineyard or just a variety? If so, what interests you about following a particular vineyard?*

*Where do you most often buy your wine? Retail, tasting room, vineyard? How do your purchasing decisions vary between outlets?*

*Tell me a story. Describe an especially satisfying wine purchasing experience? Was it because of a good salesperson? Was it on sale? Were you in a hurry and just grabbed the closest bottle?*

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### Questionnaire 1.4

## LABEL AND NAME QUESTIONS

*How important is the label design for the wine?*

*When you're purchasing a wine, have you ever let the like/dislike of the label design effect your purchasing decision?*

*Do you think the biodynamic process should be reflected in a wine's label? Please describe?*

*What design elements do you notice most on labels—their shape? Colors? Typography? Illustration?*

*Do you believe a wine's label should tell you something about the vineyard?*

*Should the design of the label reflect the variety, it's taste?*

*How much does the vineyard name effect your impression of a wine you have not tasted? Can you provide an example?*

*Tell me a story. Describe a wine label that you found distinct. What is there about it you like?*

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## MISCELLANEOUS

Observation location:

Date:

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## PARTICIPANT INFORMATION

Name .....

Age ..... Current occupation? .....

Contact:.....

Location..... Date.....

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Name .....

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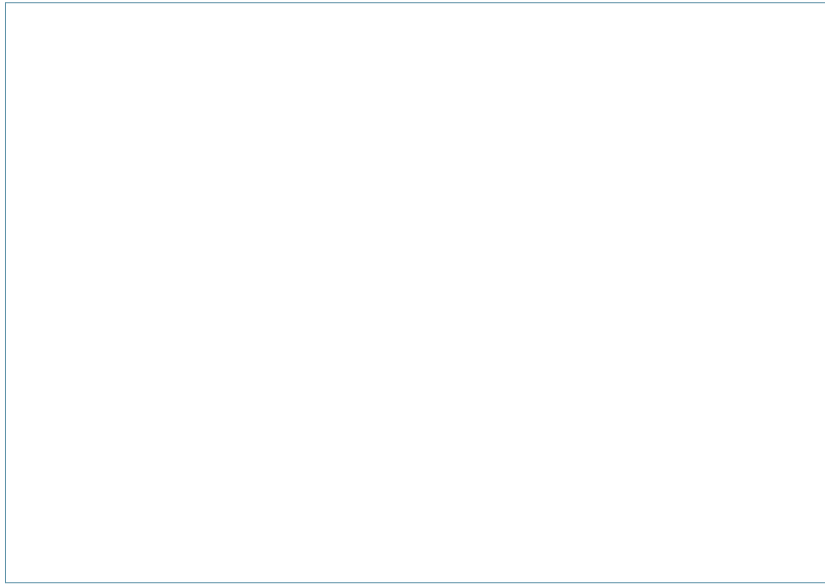
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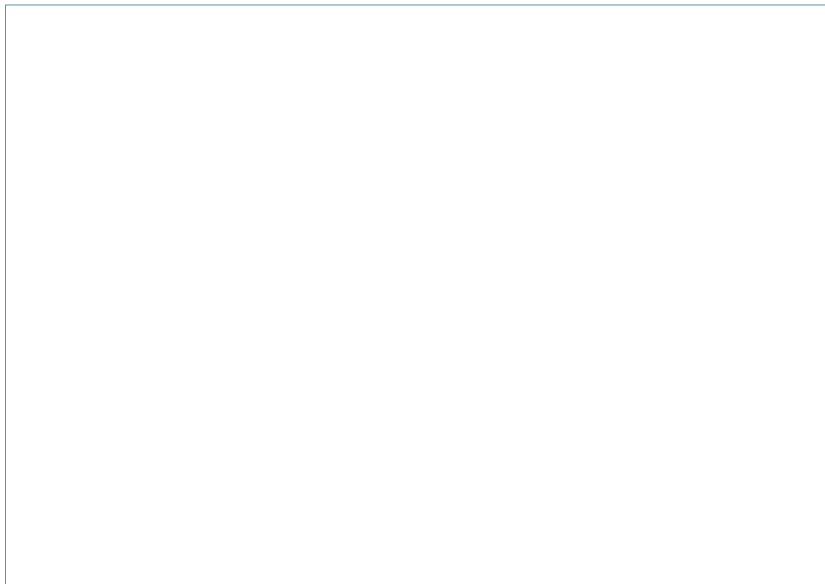
## PHOTOS

Observation location:

Date:



Notes



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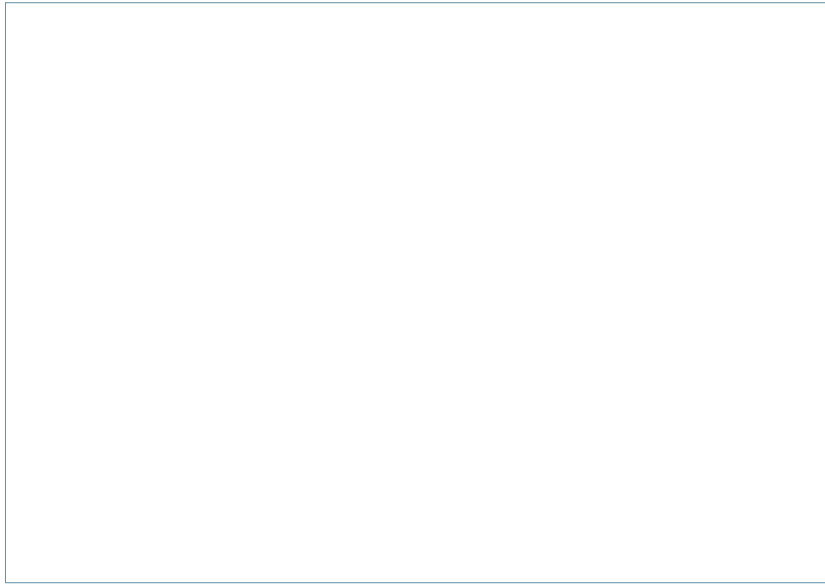
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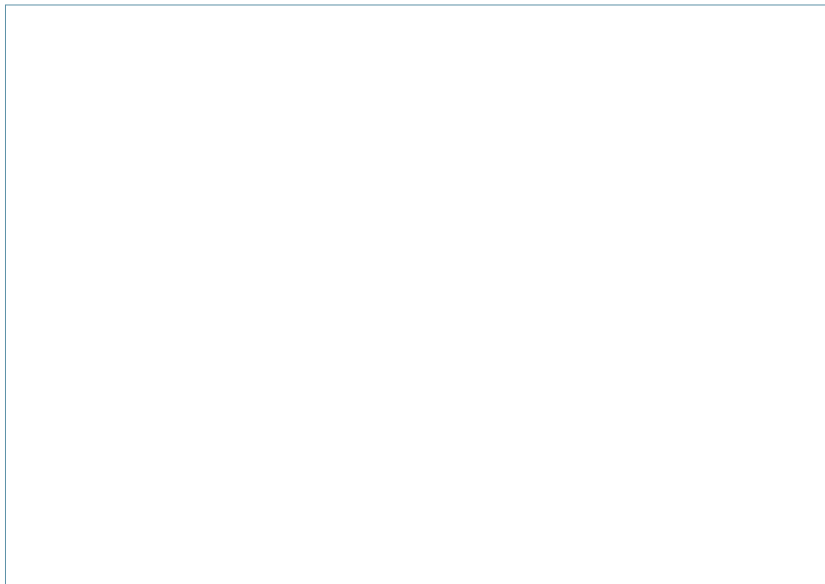
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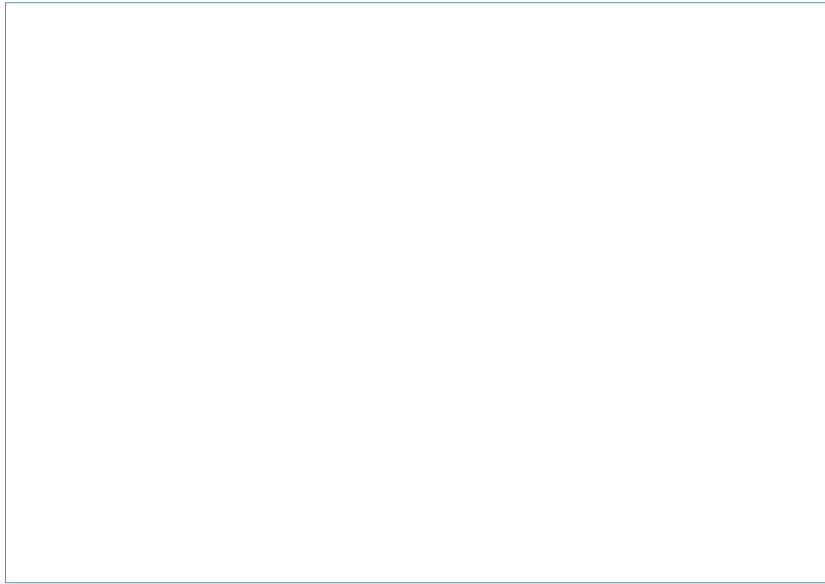
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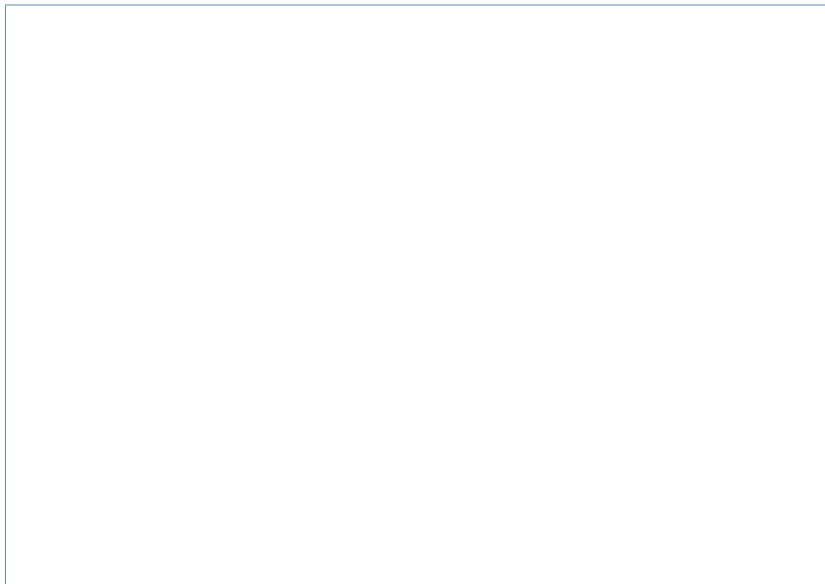
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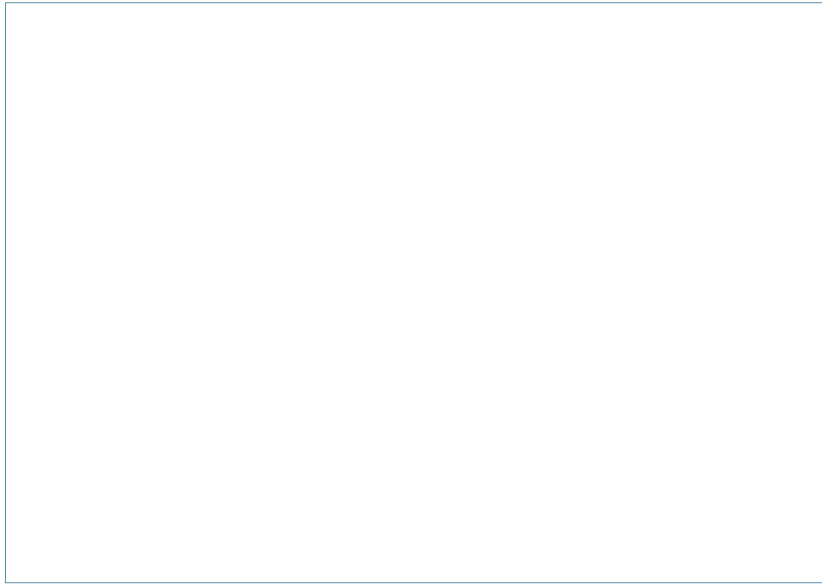
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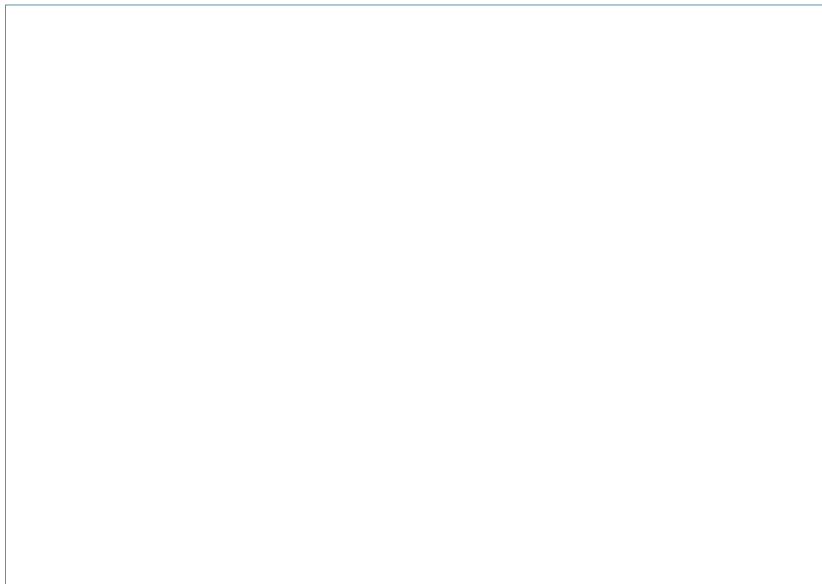
## PHOTOS

Observation location:

Date:



Notes



Notes

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## PRINCIPAL INVESTIGATOR

**Mike Kippenhan**  
**2085526@student.swin.edu.au**  
**503-583-0753**

## CONSENT FORM

1. Consent to participate in the project named above. I have been provided a copy of the project consent information statement to which this consent form relates and any questions I have asked have been answered to my satisfaction.

2. In relation to this project, please circle your response to the following:

|  |     |    |
|--|-----|----|
| I agree to be interviewed by the researcher                          | Yes | No |
| I agree to allow the interview to be recorded by electronic device   | Yes | No |
| I agree to make myself available for further information if required | Yes | No |

3. I acknowledge that:

- (a) my participation is voluntary and that I am free to withdraw from the project at any time without explanation;
- (b) the Swinburne project is for the purpose of research and not for profit;
- (c) any identifiable information about me which is gathered in the course of and as the result of my participating in this project will be (i) collected and retained for the purpose of this project and (ii) accessed and analyzed by the researcher(s) for the purpose of conducting this project;
- (d) my anonymity is preserved and I will not be identified in publications or otherwise without my express written consent.

*By signing this document I agree to participate in this project.*

**Name of Participant** .....

**Signature & Date** ..

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Mike Kippenhan