

*(English version)*

### **Introductory questions**

- ❖ Frequency of wine consumption
- ❖ Opportunities / main moments of wine consumption
- ❖ Changes in wine consumption and related reasons in recent years
- ❖ Frequency of consumption of alcoholic cocktails
- ❖ Opportunities / main moments of consumption of alcoholic cocktails
- ❖ Changes in the consumption of alcoholic cocktails in recent years

### **Drinks consisting of wine and fruit juice**

- ❖ Knowledge of drinks of this type
- ❖ Consumption of drinks of this type
- ❖ Opinions and considerations (even perceptions by those who have not seen or tried them)

### **Drinks consisting of wine and apple juice**

- ❖ Opinions, free associations (even perceptions by those who have not seen or tried them)
- ❖ Consumption situations suitable for these products: meals or out of meals, moments
- ❖ Places of consumption suitable for these products: at home or outside, contexts
- ❖ Attributes attributed or hypothesized (we are not talking about preferences yet)
  - Alcohol content
  - Still / sparkling alternative
  - Sweet / dry alternative
  - Wine color
  - Package
  - Bottle cap
  - Size
- ❖ Placement / shelf in the supermarket
- ❖ Favorite features
  - Alcohol content
  - Still / sparkling alternative
  - Sweet / dry alternative
  - Wine color
  - Package
  - Bottle cap
  - Size
- ❖ Opinions about the use of Pdo or Pgi apples
- ❖ Role of geographical indications when buying apples
- ❖ Placement / shelf in the supermarket
- ❖ Hypothesized price

## Forecasts for beverages consisting of wine and apple juice

- ❖ Personal willingness to the purchase
- ❖ Barriers to purchase

### Product test

- ❖ Opinions on the product tasted (form to be filled in with assessments and opinions)
  - Aroma
  - Taste
  - Alcohol content
  - Still/sparkling
  - Sweet/dry
  - Color
  - Proportions of wine and apple juice
- ❖ Suggestions for improving the tasted products

*(English version)*

### Form to be filled in with assessments and opinions

#### **Product A**

Aroma: \_\_\_\_\_  
Taste: \_\_\_\_\_  
Alcohol content: \_\_\_\_\_  
Still/sparkling: \_\_\_\_\_  
Sweet/dry: \_\_\_\_\_  
Color: \_\_\_\_\_  
Proportions of wine and apple juice: \_\_\_\_\_  
Additional comments: \_\_\_\_\_

#### **Product B**

Aroma: \_\_\_\_\_  
Taste: \_\_\_\_\_  
Alcohol content: \_\_\_\_\_  
Still/sparkling: \_\_\_\_\_  
Sweet/dry: \_\_\_\_\_  
Color: \_\_\_\_\_  
Proportions of wine and apple juice: \_\_\_\_\_  
Additional comments: \_\_\_\_\_

#### **Product C**

Aroma: \_\_\_\_\_  
Taste: \_\_\_\_\_  
Alcohol content: \_\_\_\_\_  
Still/sparkling: \_\_\_\_\_  
Sweet/dry: \_\_\_\_\_  
Color: \_\_\_\_\_  
Proportions of wine and apple juice: \_\_\_\_\_  
Additional comments: \_\_\_\_\_

### **Product D**

Aroma: \_\_\_\_\_  
Taste: \_\_\_\_\_  
Alcohol content: \_\_\_\_\_  
Still/sparkling: \_\_\_\_\_  
Sweet/dry: \_\_\_\_\_  
Color: \_\_\_\_\_  
Proportions of wine and apple juice: \_\_\_\_\_  
Additional comments: \_\_\_\_\_