**Peripheral Cues and Taste Sensation: Driving Perception with Branding**

Remind students of the role of expectations in taste and consumption more broadly. We explored this idea in chapter 3 and students may have been introduced to **Figure 1 (flowchart, p. 105) from Deliza and MacFie (1996)**. The article can be obtained through the library and an Abstract is available here: <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1745-459X.1996.tb00036.x>

Next, the class will explore more specifically how packaging, labels, price, and other peripheral aspects of wine impact its purchase, consumption, and evaluation.

The resources below address the success of the wine industry in capitalizing on the susceptibility of sensory experience to elements other than smell and taste. Use one of more of them to examine this theme:

* A popular media review of the role of color and expectations in flavor perception: <https://www.newyorker.com/magazine/2002/08/19/the-red-and-the-white>
* Werner and colleagues (2021) have extended previous research by Goldstein and colleagues (2008) testing the impact of wine pricing on evaluations by blind taste testers. The research indicates that consumers are more likely to provide elevated positive ratings for more expensive wines: <https://www.sciencedirect.com/science/article/abs/pii/S0950329321000501>
* Researchers now have evidence of brain mechanisms that connect environmental cues, like price, to consumers’ reported levels of enjoyment of pleasantness when consuming substances: <https://www.nature.com/articles/s41598-017-08080-0?ntvDuo=true>