

# The largest European wine maker improves wine making process using Siryel tasting tool



## Customer at a glance:

Industry sector: Wine making

Name: Caves de Rauzan

## Challenge:

### Improve wine making process by:

- Capturing descriptive sensory data during the in-depth quality assessment of grapes and wines.
- Making descriptive sensory data usable across the organization
- Process and share the data across the organization for production, marketing and sales purposes.

## Solution:

- Digital pen and paper for data capture
- MyScript handwriting recognition including:
  - MyScript Builder SDK
  - MyScript Lingo English, French and Spanish language packs
  - Winemaking industry-specific lexicon

## Benefits:

- Ease of use
- Immediate availability of the data
- Improved wine-making process
- Enhanced competitiveness

## Partner: Vivelys

Vivelys was created by CEnodev and Sferis, two internationally recognized companies within the wine making industry.

Both entities merged their expertise in the wine industry to provide highly innovative technologies and consultancy for sensory analysis. The company is headquartered near Montpellier - France with offices in Chili, Argentine, USA, Australia and Bulgaria. The purpose of Vivelys is to optimize production methods in the vineyard and in oenology.

For more information, please visit [www.vivelys.com](http://www.vivelys.com)

## ➔ Caves de Rauzan wine cooperative

The Caves de Rauzan is a cooperative of 275 members located close to Bordeaux in the heart of the Entre-Deux-Mers region. It is one of the largest European wine producers and contributes towards an average of 130,000 hectoliters of AOC ("Appellation d'Origine Contrôlée") wine per annum, or the equivalent of almost 17.5 million bottles!

Although a large quantity of wine is produced at the Caves, the main objective is to produce *quality* wine. Therefore the wine-making techniques are decidedly 21st Century, even though the spirit and tradition of Bordeaux wine-making is maintained. The Caves are proud of their rigorous production techniques, which allow the expression of the "terroir" and the total traceability of the wines from vine to bottle.

## ➔ Challenge: improve wine making process using Siryel tasting tool

With mounting competition within the wine sector, product differentiation is becoming increasingly important for producers. This involves acquiring in-depth knowledge of your own wines and comparing them to those of your competitors, not only on price range but also their characteristics.

While wine-tasting has been used for years, a new "Sensory Analysis" methodology has recently been introduced into the industry which enables an in-depth quality assessment of grapes and wines.

Sensory analysis is an underused but highly significant knowledge source. Using a structured method, wine makers can analyze and rate their wines on characteristics such as color, body, swirl, smell, taste and savor and compare them to those of the competition. The information collected can then be integrated into their product marketing strategy and used in order to improve their production process.

At the Caves de Rauzan, oenologists and sommeliers traditionally used paper-based forms to describe and rate wine on specific criteria. Unfortunately this method involved either forms scanning or typing out the handwritten data on a computer and was just too time consuming. As a result the information was rarely used for statistical analysis.

**The Caves de Rauzan was looking for an easy way to capture their observations during the wine quality assessment but also to use this data for marketing and production purposes without having to re-key it into a computer system.**

**vivelys**



**VisionObjects®**

## Siryel solution for sensorial analysis

The solution combines high technology with ease of use. Information is captured as easily as before, using:

- **Digital pen and paper**

The digital pen looks and feels like a standard pen. The difference is that the pen features an integrated infrared camera that records what is written down.

The wine evaluation form is printed out on paper with a special pattern. The pattern is made of numerous intelligent small black dots. The pattern indicates the exact positions of the digital pen.

Oenologists can carry out the sensory analysis in exactly the same way, applying a structured methodology. The wine is evaluated and graded on solid criterion and comments can be added in a free text field.

The handwritten data is automatically stored into the pen's memory and transferred to a computer system using either a USB port or a Bluetooth connection.

- **MyScript handwriting recognition**

The handwritten information is then recognized by MyScript and converted in digital data. The data is available straight away to be processed further.

MyScript provides powerful tools such as industry- and even company-specific lexicons for describing the range of perceived flavors, aromas and characteristics of the wine.

The terminology chosen and the meaning of words used to describe wines are very important as it will be shared by the production, marketing and sales teams.

- **Siryel web-based software application**

Through a powerful web-based software application, Siryel enables capture, storage and statistical processing of the key tasting data which provides the basis for decision-making in product marketing and production management.

The solution was recently appointed the Gold Medal at the Innovation Awards at Sitevi Expo.

“ We have been working with Vivelys for several years now in order to maintain our productivity and develop new products adapted to our markets.

We introduced the “ Sensory Analysis” methodology within our process a few years ago but we have not used it to its full potential because of a lack of time and efficient tools. It is nevertheless the only way to come close to the consumer’s perception.

Our decision to use Siryel has been driven by the easy integration of the solution. Since we’ve been using the solution, we have saved a tremendous amount of time.

The use of digital pen and paper is so natural that we don’t need to think about it and remain focused on the wine tasting exercise. We are now able to work much more efficiently on our product definitions and their positioning compared to those of our competitors. It is also an important decision making tool for our investments.”

Jean-Marie MAURER - Production Director - Caves de Rauzan

### Benefits:

- **Ease of use**

Siryel offers an easy way to capture data, using pen and paper. The taster can stay focused on the wine’s sensory experience.

- **Immediate availability of the data**

With Siryel, no need to retype the handwritten information into a computer system. The data is digitized and is available straight away. All tasting information is saved into a database. Data can be shared across the organization and used for production, marketing and sales purposes.

- **Improved wine-making process**

Siryel provides genuine product definition. From here wine-makers can apply true functional traceability to improve their processes and apply certain wine-making techniques from the selection of grapes to the bottling of finished wine: harvest, crushing, fermentation, bulk aging, blending and bottling.

- **Strong product marketing management for enhanced competitiveness**

Siryel is a major decision-making tool for marketing and sales, designed for use in product-market alignment. The market can be assessed objectively, and wine makers can compare their own wines, with respect to their competitors’.

“ Sensory analysis is still underused in today’s wine industry as it appears complicated to set up and use. This is why we have developed Siryel which is a simple, user-friendly tool, ensuring that the flow of information is consistent and efficient even during critical production periods, thanks mainly to its use of digital pen and paper technology.

Our teamwork with Vision Objects was a determining factor in the creation of Siryel, fulfilling our goal of a simple, effective solution including handwriting recognition. Vision Objects helped us to develop our application with useful advice on implementing Anoto technology and form design. Our choice was initially based on the excellence of their handwriting recognition but it turned out to be even more fruitful than anticipated.

We are using the Vision Objects SDK to recognize elements such as the wine tester’s name, the tasting comments and the wine sample names.”

Simon GRELIER - Production Director - Vivelys



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