

# **Abstract**

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## **In Vino Sanitas – health benefits of wine, facts and factors behind the physiological effects**

### **Motivation**

We are living in the era of various diets and tons of health-preserving methods arguing daily on the pros and cons of what, when and how much should we consume so that we favour for our health. While gaining popularity exponentially wine faces both supporting and opposing opinions about its health effects. Personally I still find myself in situations when wine consumption is rejected and underestimated based on bad experiences by overconsumption. As a winelover and a health conscious person I felt the need to dig myself into the wine-health topic and to prove that wine can improve one's physical condition, longevity and mood at the same time.

### **Goal**

The goal of the thesis is to systematically present the health benefits of wine consumption, the factors, components and techniques influencing them and how the market can react to this trendy healthiness. A comprehensive overview was prepared on this nowadays high interest topic which beyond the scientific aspects aimed at exploring the business possibilities and risks of approaching wine as a healthy drink.

### **Methods**

Presenting the wine and health topic required a deep investigation in accurate, objective scientific library. There are plenty of informative studies and reports in universities, research centres and even more articles and publications in wine magazines, medical journals and other specific scientific literature. Besides this internet provided wealth of information to discover in specialized wine blogs dissecting researches related to wine.

## Contents

To highlight the relevance of the topic I give a brief historical overview of the history of wine and health from ancient times till today discussing the “French paradox” as a catalysing turning-point. Laying down the basic facts about consumption quantities was crucial for being aware of moderate drinking and overconsumption.

Each wine type is dedicated to a different section in the thesis giving special attention to red wine, the magic component of resveratrol and other important polyphenols like tannins and anthocyanins. After detailing these molecules with beneficial antioxidant activity health benefits of red wine are listed from cancer prevention till reducing risks of cardio and mental diseases. White wine, sparkling wine and sweet wine (mainly botrytised wine) are discussed one by one trying to highlight their health benefits which were documented by researches and science experiments. One of the most surprising results appears in Tokaji wines which according to studies contain nearly as high antioxidant level as red wines providing similar favourable effects.

In the next section other wine components and their health effects appear, acidity and vitamin-mineral content are analysed. Then a very fascinating topic is studied, how different winemaking methods - extended maceration, avoiding some filtration techniques, direct longer exposure to oak, special winemaking techniques like thermovinification, usage of special barrels - can influence wine's health benefits.

The business aspects of wine and health are examined through a SWOT analysis where health appears as a trend and as a motivator in food marketing but it seems unequivocally that the market lacks proper target group information supply to use this as a competitive advantage.

## Conclusion

Nowadays all signs indicate that we are living in the revolutionary strong success wave of healthiness which could be utilized by the wine industry as well due to the given and proven benefits of primarily red but all other kinds of wines. Moderate wine consumption as an outstanding preventative health measure should be strongly promoted by wine and medical media to balance the still existing sceptic voices in our society to improve social judgement and thus business growth. The actors of wine business have to recognize that health-conscious approach can be a highly conducive tool to strengthen market position and face new challenges with assets. A strong, effective communication campaign would be the key issue with providing accurate information to doctors and to general public.