

Study of Awareness among Hospitality Student on Mulled Wine with Respects to Health Benefits of Wine

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Abstract

The aim of the study was to know awareness among hospitality students with respect to health benefits of mulled wine and to know about wine knowledge. During the COVID-19 pandemic situation it's important to take care of health and increase immunity system. The research to find about wine knowledge and importance of mulled wine awareness. Spices used for mulled wine are cloves and cinnamon and grated nutmeg. The awareness of mulled wine were taken from the participant over the age of 18. Responses were collected by means of an online questionnaire. The gained results showed that most of the hospitality students are not aware about mulled wine or they consider it can be taken during winter only but once they are aware more exposure will be there in wine market found by researcher. Mulled wine have less alcoholic content compare to red wine as well it has health benefit by its content can increase immunity system amongst consumer and in hotel it can be advice by server to guest explaining its benefits and most of the hotel can keep in their beverage menu.

Keywords: Mulled Wine, Spices, Cloves, Cinnamon and Nutmeg

INTRODUCTION

Today there are diverse style of wines available in the market. Guest or customer have become more adventurous and crave for a variety of tastes. With so many types of wines for meal experience and conscious related to health increasing due to that clear evidences require how particular consumption can reduce disease development. Nowadays wine is broadly consumed and used in culinary preparation. Red wine is essentially one big, pleasant

cocktail of chemicals like all alcoholic drinks, it contains ethanol, but it also contains a range of other organic compounds which influence its taste and color. A Mulled wine refers to hot wine with sugar and spices. The mulled wine served hot and always prefer inexpensive wine as the flavor profile of the wine will be changed with the addition of spices. Mulled claret wines are prepared for parties. Cloves are one of the key spices required for the making of mulled wine, imparting a spicy, aromatic flavor. Clove oil is occasionally used as a traditional remedy for toothache. Nutmeg is another spice commonly added to the mulled wine infusion. Cinnamon aromatic flavor is a key mulled wine constituent. The main contributor essential oil of cinnamon bark flavor and aroma which is also considered as antibiotic and anticancer compound.

Problem Statement

The main reason of the study to investigate the knowledge of the wine and its health benefit and their attitude towards wine and can be implementing by wine industry in beverage menu.

Significance of the Study

The purpose of this study is to know mulled wine knowledge among hospitality student and youth attitude towards wine. They need to be explored more to open new doors in Spiced wine industry.

LITERATURE REVIEW

As per Nandagopal and Nair (2013) Wine can act as a nutrient supplement for seasonal fruits and vegetables

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throughout the year. Using fruits and vegetables having medicinal and nutritional value as a substrate for wine production, the health benefits of them can be improved widely. Ginger and Indian gooseberry, which are known for its high medicinal and nutritional value are used as the substrate here.

According to Swami and Thakor (2014) presents review on potential of wine production from various fruits, classification of wines and current status of wine industry. Various wine classes such as grape wine, fruit wine, berry wine, vegetable wine, plant wine, raisin wine etc. have been discussed in their paper. Recent updates on wine production from various tropical and a subtropical fruit like mango, banana, and apple cider is also reported.

Rathi (2018) Stated that wine used as a medicinal purpose with various herbs to treat different disease can minimize need of synthetic medicine numerous herbs are used to prepare herbal wine which include Tulsi, ginger, Aloe Vera, Amla, Tea, Peppermint and lemongrass is used solely as substrate or combinations of herbs are used or fruit juice is used as substrate (orange or apple juice).

Dordevic, Jancikova and Tremlova (2019) shows in their studies about mulled wine antioxidant profile focused on simulation of ordinary produce mulled wine by the majority of consumers. The results clearly showed that mulled wine can be considered as the product with better health beneficial nutritional profile than wine from which it is produced in addition, mulled wine sample had significantly low alcohol content.

According to Xiong and Li (2017), The aim of this research is to discuss the wine consumption behavior of college students in the south of China, to seek possible explanation for the college students' behaviors and finally, to identify which factors may attribute their willingness to purchase and make strategic suggestions or plans for the wine industry.

As per Jagtap and Bapat (2014), of his study were to evaluate the potential of custard apple in the production of a beverage fermented *Saccharomyces cerevisiae* yeast and assess the antioxidant capacity, total phenolic content and DNA damage-protecting activity of custard apple fruit wine.

Shivaranjani, Rao, Kishore, Naik and Triveni (2018) stated that Wine is one of the functional fermented foods that have many health benefits. Commercially, wine is produced by the fermentation of yeast which involves the conversion of sugar to alcohol. Wine can act as a nutrient supplement for seasonal fruits and vegetables throughout the year. Using fruits and vegetables having medicinal and nutritional value as a substrate for wine production, the health benefits of them can be improved widely. Indian gooseberry which is known for their high medicinal and nutritional values are used as the substrate.

According to Wang, Xu, Hu and Zhao (2004) A non-linear kinetic model to predict the consumption of different sugars (glucose, fructose and sucrose) as a substrate, during an apple wine yeast fermentation with *Saccharomyces cerevisiae* strain The effects of different sugars with various initial concentrations on the fermentation performance by this yeast were investigated.

Reddy and Reddy has shown in their study mango cultivars which are commonly found in the region were selected for the study. Optimization of fermentation conditions (like yeast strain, pectinase enzyme, pH and temperature) and production of higher alcohols and other volatile compounds during wine fermentation were investigated. To prepare wine, the fruits were peeled and juice (must) was extracted immediately after crushing (control) and also after 10h of pectinase treatment Total volatile composition of mango wine was evaluated using GCMS and identified 33 compounds having fruity aroma characters. More volatiles were observed in wine produced from 'Banganpalli' cultivar (343 mg/l) than wine from 'Totapuri' cultivar (320 mg/l).

Gebremedhin, Hailu, Dargo and Gebrehiwot (2017) stated in their research cactus cultivars which are commonly found in the Adigrat region were selected for the study. Optimization of fermentation conditions (like yeast strain, pH and temperature) and production of higher alcohols and other volatile compounds during wine fermentation were investigated. The recovered juice was fermented at 15 and 200C and the ethanol concentration of cactus wine ranged from 6.3% to 8.5%.

Taylor, Dodd and Barber (2009) revealed that Wine is challenging and, at times, intimidating for consumers.

Their lack of knowledge in making wine choices may result in less wine consumption and very little experimentation. This study explores wine education courses and whether these courses change consumers' knowledge and preferences about wine.

RESEARCH METHODOLOGY

Literature search was done to find out research work done on various types of wine and explore more of mulled wine. The field study of a qualitative design was aimed at interviewing hospitality student as highest direct responsible professionals for wine study. This study uses an online survey for data collection. Respondents were interviewed at various days of the week, A total of 110 representative questionnaires were collected and 105 representative questionnaires are valid. All of the respondents are confirmed to be 18 years of age or over and they have no occupation and what they spend daily is supported by their family. The respondents gave positive cooperation as they are interested in wine, which is benefit to avoid the bias into results. The scale was adopted and adjustment were made in order to facilitate this study. From the adopted scale the researcher developed the scale below. The questionnaire were used to rate the extent to which participant agree or disagree with a statement to facilitate this a five-point Likert- type scale ranging from 5 (strongly agree) to 1 (strongly disagree) was used.

RESULT AND ANALYSIS

Demographic Information

Table 1, the survey administered was able to capture 105 respondents. After an analysis of the data a general picture of the respondents was generated. Table 1 provides demographic information regarding the respondents' gender.

This table includes frequencies and percentage of each gender base on the analysis it was noted that 40% of the respondent were female (n = 50). The majority of the respondent from age between 25-30 year old

Table 1: Gender Frequencies

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	53	50%
Female	50	47%
Missing Values	02	1.90%
Total	105	100%

Table 2, the subjective knowledge of wine is the self-assessment to wine knowledge. This was accessed by a Likert scale from 1 (Not at all well) to 5 (excellent well). Overall, the college students tend to be less knowledgeable which is between the "somewhat well" and "very well" (Table 1), indicating that the wine is tend to be more popular in the respondents. Overall, the respondents have a good knowledge to grape varieties (Mean = 4.79, SD = 1.702), and storing and serving wine.

Table 2: The Level of Subjective Knowledge of Wine

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Viticulture	105	3.55	0.690
Vinification	105	4.09	0.365
Grape Varieties	105	4.79	1.702
Wine Tasting	105	3.65	1.179
Storing	105	4.62	1.461
Serving	105	4.59	1.366

Mean calculated using a 5-point interval scale, where 1 = Not at all well, 5 = excellent well. (N = sample size).

Table 3 provide a summary of the frequencies and percentage for respondents knowledge on wine and mulled wine. An analysis of data indicated that 88.65% of the respondent did not aware about mulled wine and only 11.42% aware whereas most of the respondent aware about Wine that 80.95% and not aware respondent are less 19.05%.

Table 3: Frequencies: Knowledge of Wine and Mulled Wine

<i>Table Wine</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	85	80.95
No	20	19.05
Total	105	100%

Mulled Wine	Frequency	Percentage
Yes	12	11.42%
No	93	88.58%
Total	105	100%

RECOMMENDATION AND SUGGESTION

It is recommended that wineries and wine marketers should cooperate to establish a platform to conduct wine education, helping college students to know more about wines through television, advertisement and internet. the wineries can cooperate with the travel agency to provide winery trip for the student to experience in winemaking. These are specific appealing to those who are eager to know more about wines and interested in wineries. For further studies, the recommendations would be to expand to include mulled wine as a subtopic in their syllabus to know more about wines with its health benefits. The research should investigate college students from a much broader area because the demographics have limited diversity in Pune e.g. the sample size is not enough to be representative to college students in other areas. Moreover, the research should include more students from more colleges. Surveys should be conducted in more universities in order to get a better idea of wine of college students.

CONCLUSION

The study also indicated that the respondents very satisfied with wine knowledge. Overall, the college students have a fundamental knowledge about wine and they have a relatively good knowledge on grape varieties, storing and serving. These participants gain the wine knowledge mainly from the lectures by experts, internet and books, while they tend to enrich by visiting wineries, which is interesting in practice. The study also indicated that they are not aware about Mulled wine as it is not in there syllabus and also not aware about its health benefits as it include spices and taken in winter season.

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