



**„The development of filtration technologies and their impact on the relationship between characteristics of wine and costumers expectations in a historic perspective”.
ICOHTEC annual meeting Porto / Panel: “The Wine in the History : between Technology, Science and Transfer of Knowledge from 17th to 19th centuries” (28.07.2016)**

During a *longe durée* development beginning the 17th Century the practice of decantation for the clearing of wine from yeast and the concentration of must or mash increasingly disappeared in favor for the use of chemical, biological and mechanical filtration practices - a development, which started with primitive precoat filters and ended with the use of complex reverse osmosis systems. In addition with the spreading chaptalization of must during the 19th Century and the growing scientific knowledge concerning fermentation, the vinification lost its characteristic of craft and turned into a controlled technological process.

As a result of these developments the basic characteristics of wine –remaining sugar, acidity and alcohol – could be designed according to the costumers expectations. A development that mainly took place in France and the German speaking countries and have been transferred into wine-producing regions all over the world. But in the same time frame the fiction of rationality of consumers concerning wine changed from regarding wine as basic foodstuff to alcohol as potentially dangerous drug. Which shows the in internalistic approach to the development of filtration technologies can't be sufficient, to understand the complex interrelation between the technically feasible and the demands of the market. An interesting aspect of these developments is, that in spite of the growing scientification and mechanization of vinification the public image – as transported through advertising, popular media but as well as a means of identity politics among vintners – used more and more images of nature, history and national or regional identity.

This paper is a side product of a planned research project on the scientification and mechanization of wine production, with a special focus on the process of vinification modern cellar techniques.