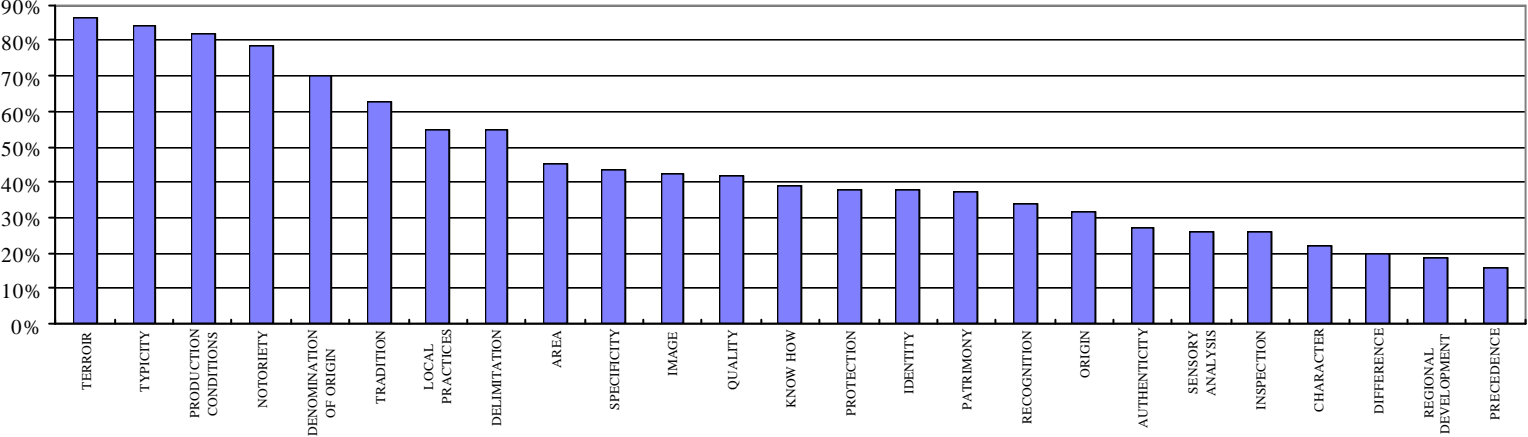


Diagram 1

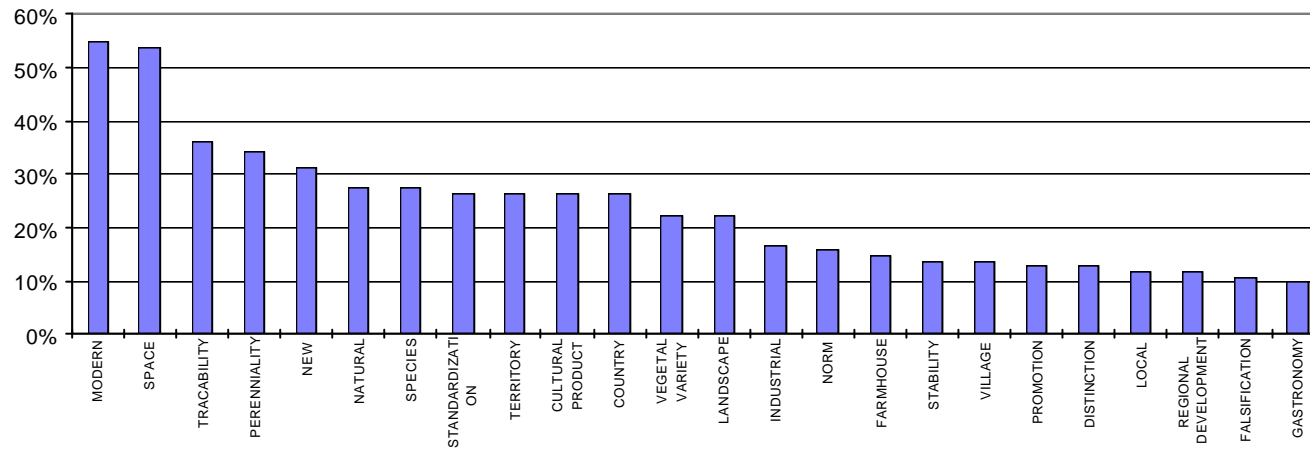
THE 27 «IMPORTANT CONCEPTS» MOST FREQUENTLY SELECTED BY THE AGENTS / 149 DIFFERENT CONCEPTS (% base 112 agents)



READING OF THE DIAGRAM : TERROIR HAVE BEEN SELECTED BY 86.7% OF THE AGENTS

Diagram 2

**THE 26 « NEVER USED » MOST FREQUENTLY SELECTED CONCEPTS
BY THE AGENTS / 54 DIFFERENT CONCEPTS (% base 102 agents)**



READING OF THE DIAGRAM: MODERN HAVE BEEN SELECTED BY 54.9% OF THE AGENTS

Diagram 3

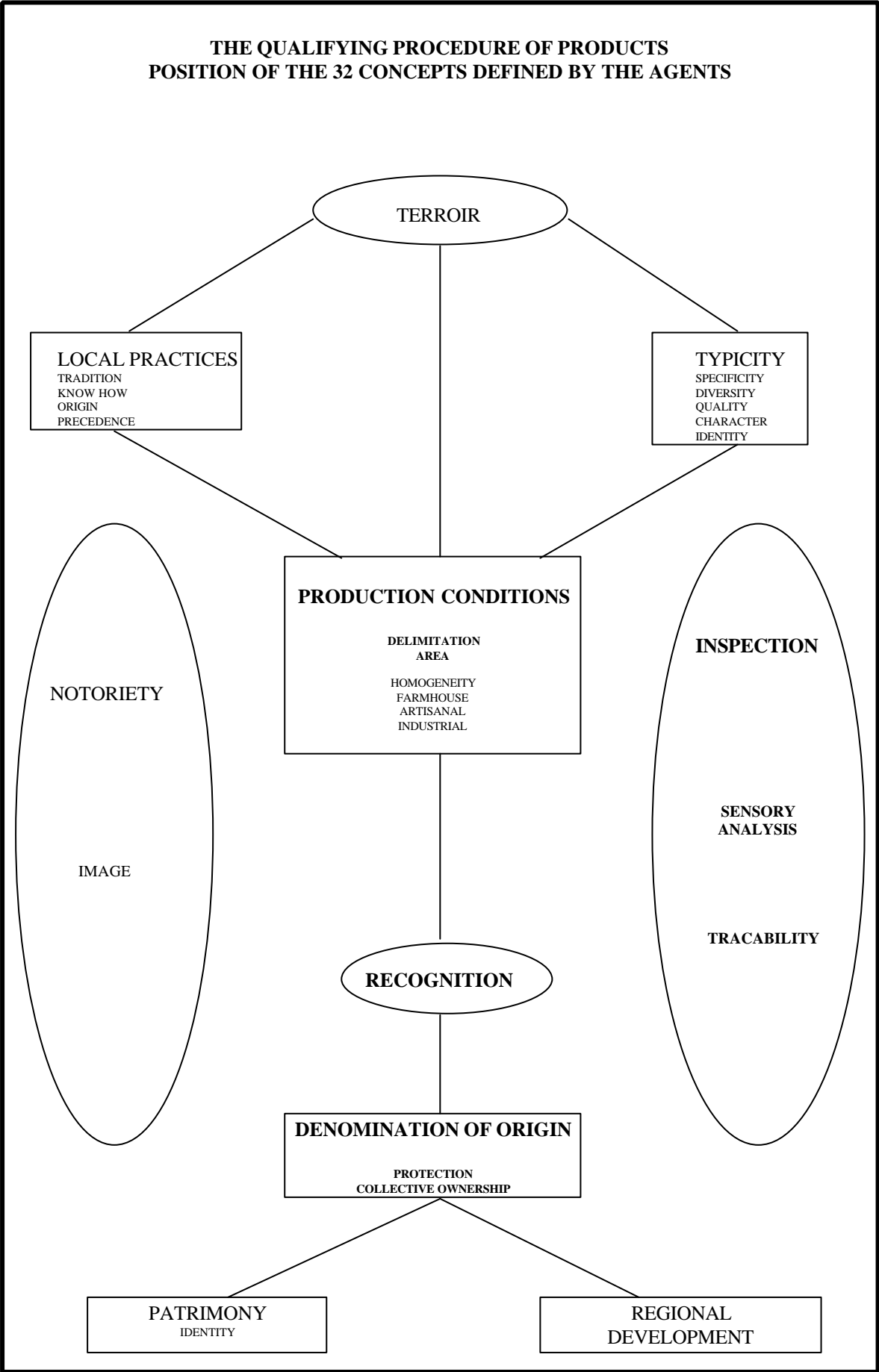


Diagram 4

