

“Once upon a vine”

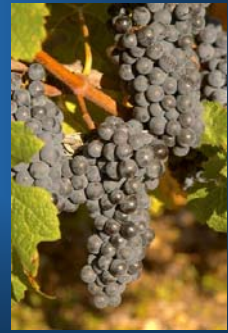
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Class Objectives

- Increase focus
- Improve palate and ability to taste
- Form valuable taste references
- Increase wine knowledge
- Increase appreciation for wine and food

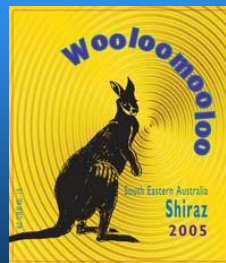


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Introduction



Introduction



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Wine sales in the US 1991-2004 (millions of gallons)

Year	Table Wine	Dessert Wine	Champagne/ Sparkling Wine	Total Wine	Total Retail Value
Estimated					
2004	591	47	30	668	\$23.2 billion
2003	574	40	29	643	\$22.2 billion
2002	546	38	28	612	\$21.6 billion
2001	512	35	25	572	\$20.2 billion
2000	510	33	27	570	\$19.3 billion
1999	475	31	37	543	\$18.1 billion
1998	466	31	29	526	\$17.0 billion
1997	461	29	29	519	\$16.1 billion
1996	439	31	29	500	\$14.3 billion
1995	404	30	30	464	\$12.2 billion
1994	394	33	31	458	\$11.5 billion
1993	381	35	33	449	\$11.0 billion
1992	405	37	33	476	\$11.4 billion
1991	394	39	33	466	\$10.9 billion

Source: California Wine Institute, 2005

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Market research

- Wine market council: mostly positive trends in wine drinking population
- Per capita consumption: 2.77 gallons p.a
- 11 straight years of growth
- Core consumers (those who drink wine once per week) has grown 38% since 2000
- Marginal wine drinkers (those who consume wine once every three months) grown by 26%

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Tasting vs. drinking

- Expectorate! Spitting is the key

Focus

- Pay attention to what is being tasted
- Take more time to examine a wine
- Develop taste memory

Repetition

- Use same technique when tasting many
- Take notes when practical
- Use blind tasting to increase skill level
- Consistent reading to support tasting

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Deductive Tasting Method

- 1) Sight
- 2) Nose
- 3) Palate
- 4) Conclusion



- Used to form the best possible conclusion
- One must use the entire grid to arrive at a good conclusion

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Sight

- Provides valuable information about age and condition
- Key: tilt glass away against white background



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Two very complicated rules of wine tasting

- 1. Slow down
- 2. Pay attention

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Clarity: filtered vs. unfiltered

Brightness: capacity of a wine to reflect light

Color

- Clues to wines' age, storage or grape variety

Secondary colors

- Green in young white wines
- Orange, yellow and brown in older reds

Generality

- White and blush get darker
- Red goes lighter with age
- Pigments and tannin precipitate out as sediment with age

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Color scales

White wines

- Watery – straw – yellow gold – brown

Pink wines

- Pink – salmon – brown

Red wines

- Purple – ruby (red) – garnet (reddish brown) – brown

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Other factors

Rim variation

- A phenomenon of age
- Titrates – too cold
- Sediment – older, unfiltered in young

Legs

- Slower the tearing higher alcohol
- Slower the tearing higher the sugar
- Color in legs will show concentration

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Nose



- Most important
- 85% of taste
- Smell shorter
- Swirl to release esters
- Smell 10,000 things vs. only taste 5 things

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Fault Factor

- TCA corkiness – tainted corks, wet moldy cardboard and mustiness
- Oxidation – age, poor storage condition, dull fruit, leather, flat finish
- Volatile acidity
- Excess sulphur dioxide
- Hydrogen sulfide – rotten eggs

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Fruit – Earth – Wood

- Never say "fruity"
- More descript aromas of grape
- Non fruit**
- Flowers, spices, herbs, botrytis, and others
- Earthiness** – more common in old world wines
- Mushroom, damp earth, dirt
- Wood**
- Old vs. new, French vs. American, large barrel vs. barrique

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Palate

- Confirm what you already smelled
- Take a sip of wine
- Gargling vs. swishing
- Expectorate
- Focus on how the wine changes across palate
- Sweetness / dryness
- Can smell fruit, but not sugar
- Body – the weight of the wine
- Confirm nose? Non fruit flavors
- Earthiness – minerality may be sensation not taste

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TAA

- Tannin – grape vs. wood tannins
- Alcohol – heat in nose, throat and chest
- Acidity – focus on salivary glands and the finish
- Grape – front of mouth, teeth and gums
- Wood – back, middle and on finish

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Conclusion

- Use process of elimination
- Now markers for classical grape varieties and wine
- Use benchmark tastes
- Old vs. new – acidity, earthiness
- Cool, moderate or warm climate – acidity (alcohol level)
- Grape variety and knowing markers for grape varieties and styles
- Vintage
- Grape variety
- Country
- Region
- Appellation
- Quality level

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Viniculture – Climate

- Cost – vineyards, working the land
- Weather
- Latitude – 30-50 N/S
- Social elements – labor

- Vitis vinifera – most important variety
- Hybrids / clones

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Principles of food and wine pairing

- Most important themes:
 - Basic tastes and sensations
 - Food and wine matching: a learned response
 - Texture
 - Cooking methods
 - Matching power with power

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Principles of food and wine pairing

- Some food and wines feel rich, some austere or lean
- Wine textures (Chenin blanc cpd to oaky Chardonnay)
- Light foods, light wines, heavier dishes with full bodied
- As food flavor intensifies, wine flavor should intensify

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Principles of food and wine pairing

- As food flavor intensifies, wine flavor should intensify
- Order of approximate intensity based on cooking method: Poaching, steaming, saute, pan-frying, stir-frying, deep-frying, roasting, braising, broiling, grilling, blackening
- Order of approximate wine intensity: Riesling, Sauvignon Blanc, Chardonnay, Gamay, Pinot Noir, Sangiovese, Merlot, Zinandel, Canernet Sauvignon, Syrah

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