“Once upon a vine”

• Seth Orvis, Certified Sommelier, On-Premise Specialist, Classic Wines
• Colin Johnson, PhD, Professor, Department of Hospitality Management, SJSU

Class Objectives

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Table Wine</th>
<th>Dessert Wine</th>
<th>Champagne/Sparkling Wine</th>
<th>Total Wine</th>
<th>Total Retail Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>591</td>
<td>47</td>
<td>30</td>
<td>668</td>
<td>$23.2 billion</td>
</tr>
<tr>
<td>2003</td>
<td>574</td>
<td>46</td>
<td>29</td>
<td>648</td>
<td>$22.3 billion</td>
</tr>
<tr>
<td>2002</td>
<td>546</td>
<td>38</td>
<td>28</td>
<td>612</td>
<td>$21.6 billion</td>
</tr>
<tr>
<td>2001</td>
<td>523</td>
<td>35</td>
<td>25</td>
<td>573</td>
<td>$20.3 billion</td>
</tr>
<tr>
<td>2000</td>
<td>510</td>
<td>33</td>
<td>23</td>
<td>570</td>
<td>$19.3 billion</td>
</tr>
<tr>
<td>1999</td>
<td>475</td>
<td>31</td>
<td>37</td>
<td>543</td>
<td>$18.1 billion</td>
</tr>
<tr>
<td>1998</td>
<td>466</td>
<td>31</td>
<td>29</td>
<td>526</td>
<td>$17.0 billion</td>
</tr>
<tr>
<td>1997</td>
<td>461</td>
<td>29</td>
<td>29</td>
<td>519</td>
<td>$16.1 billion</td>
</tr>
<tr>
<td>1996</td>
<td>439</td>
<td>31</td>
<td>29</td>
<td>500</td>
<td>$15.2 billion</td>
</tr>
<tr>
<td>1995</td>
<td>404</td>
<td>30</td>
<td>29</td>
<td>464</td>
<td>$12.3 billion</td>
</tr>
<tr>
<td>1994</td>
<td>394</td>
<td>33</td>
<td>33</td>
<td>458</td>
<td>$11.5 billion</td>
</tr>
<tr>
<td>1993</td>
<td>391</td>
<td>33</td>
<td>33</td>
<td>449</td>
<td>$11.0 billion</td>
</tr>
<tr>
<td>1992</td>
<td>405</td>
<td>37</td>
<td>33</td>
<td>476</td>
<td>$11.4 billion</td>
</tr>
<tr>
<td>1991</td>
<td>394</td>
<td>39</td>
<td>33</td>
<td>466</td>
<td>$10.9 billion</td>
</tr>
</tbody>
</table>

Source: California Wine Institute, 2006

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%

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

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
**Sight**

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

**Two very complicated rules of wine tasting**

- 1. Slow down
- 2. Pay attention

**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

**Color scales**

**White wines**
- Watery – straw – yellow gold – brown

**Pink wines**
- Pink – salmon – brown

**Red wines**
- Purple – ruby (red) – garnet (reddish brown) – brown
Other factors

**Rim variation**
- A phenomenon of age
- Titrates – too cold
- Sediment – older, unfiltered

**Legs**
- Slower the tearing
  - Higher alcohol
- Lower the tearing
  - Higher sugar
- Color in legs will show concentration

Nose

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

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

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
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

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

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

Viniculture – Climate
- Cost – vineyards, working the land
- Weather
- Latitude – 30-50 N/S
- Social elements – labor
- Vitis vinifera – most important variety
- Hybrids / clones
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

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

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