# Wine for Beginners A cultural Introduction

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#### Just a Japanese Appetizer!

- Yearly wine consumption per head in Japan
  - 1969: 5 cl.
  - 1979: 38 cl.
  - 2003: 2.5 l.
  - 2005: 3 l.



- Above all, women enjoy drinking wine
  - Autonomy gain
  - Medicinal virtues due to resveratrol (more details: French paradox)
  - Rupture against traditional beverages



#### Topics

- Women and wine
- Wine fundamentals
- Bio wines: Joke or mode effect?
- Health and wine
- My bottle of wine just stinks!
- Wine and global warming
- Old World vs. New World wines
- Wine-maker vs. vintner









### Women and Wine

- Masculine wine = serious, strong, opulent wine?
- Feminine wine = sensual, sensitive, even sexy wine?
- Since the end of the 20<sup>th</sup> century, women
  - taste wine
  - drink it
  - buy it



- André Ostertag "My mother has transmitted taste through her milk, then through her cooking. When I have doubts, I don't visit any laboratory, I just ask my mother and my wife"
- Most of women drink wine, numbers of men drink labels
- Wine = supplementary opportunity to share intimacy !!!



<b>Top countries</b>	ranked by tota	l grape production
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	Country	Grape production '000 tonnes	% of world production
Italy		7,483	11.9
Spain		6,817	10.9
France		6,307	10.1
USA		5,962	9.5
China		5,175	8.3
Turkey		3,600	5.7
Iran		2,800	4.5
Argentina		2,301	3.7
Chile		2,165	5
Australia		1,496	2.4

World

62,717



### Bio Wines: Joke or Mode effect?

- Never buy wine just because of bio labels
  - Bio cannot really fight against <u>mildew</u>
  - 1865's <u>Phylloxera</u>:
    - Everything was bio
    - And nothing remained
- Bio characteristics
  - Respected soil
  - Protected vines
  - No chemicals and



→ now <u>American cuttings</u>



- Workhorse (France 9 races)
- ancient tools + horse

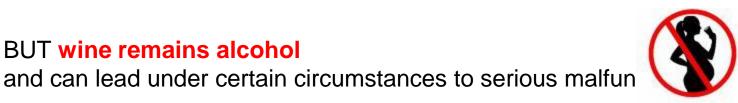
reasoned viticulture no chemic handling against parasites





#### Health and Wine

- 15 October 2006: Searchers working at the John Hopkins University (Maryland, USA) published that,
  - red wine, already known to protect coronary arteries,
  - could also prevent from cerebral blood vessel diseases



**Zéro** alcool pendant la grossesse



More information: Wine Spectator

BUT wine remains alcohol





- A cork is a living product
  - Providing exchange between natural air and wine
  - Enabling aging process
    - Numerous wines needs aging
      - e.g. Bordeaux, Australian shiraz, Californian blockbusters,...
- 7% bottles stink because of cork
  - A stinky bottle  $\neq$  a cork failure
    - Brettanomyces = sickness

- What if your bottle of wine just stinks?
  - Plastic wrap
  - More sophisticated methods
    - "Dream taste"
  - Guala corks







### Wine and global Warming

Scientists say global warming should reach 1 to 6° till 2100

- 2003 was a warning signal
  - Burgundy wines smell and taste as if they were from South-Africa
  - Most of Burgundy vintners had to harvest by night and harvest took place mid August (3 weeks before usual agreements)
  - Traditionally rich wines reached up to 15°
  - Grapes were withered outside but not mature inside and stones remained green (hydric stress)
- If effectively the temperature raises to at least 5°
  - Champagne will grow in.... Maastricht and
  - Languedoc (e.g. Carcassone) could become a desert

## Old World vs. New World Wines

- Best "Old World" advocates and Supporters:
  - Europe: France, Italy, Portugal, partly Switzerland,...
  - "New World": New-Zealand, partly South-Africa,…
  - "Old" deputies: Michael Broadbent (Sotheby's), Jancis Robinson
  - US media: Raphael Nossiter (Mondovino), Sideways (the film), Robert Parker
- Best "New World" advocates and Supporters:
  - "New World": USA
  - Europe: Officialy nobody, factually Spain among other
  - US media: The Wine Spectator



# Old World vs. New World: The Dispute Reasons

- A 20 years old dispute closed on the 10th March 2006
- Protected appellations
  - USA still want to produce Burgundian Chablis, among other
  - Champagne, Chianti, Madeira have no clear meaning
- Acknowledgment for "New World" oenological methods
  - <u>Oak chips</u> or wood extract
  - <u>Aromatization</u> (Australia but not USA)
  - Water-down technique
    –up to 35%, max. 7% in California
  - dealcoholization (USA)
  - Intensive irrigation (Spain)
  - <u>Ascorbic acid (Chili)</u>











#### Wine-maker vs. vintner

- Wine-makers:
  - From the provided grapes to the finished product
  - Everything is made in the vaults
    - "unfiltered" as commercial pretext
  - Wine = consumer goods



- Vintner = wine grower
  - "Do you prefer vegetables from a factory or from a known gardener?" (Olivier Leflaive)
  - Soil has to be respected  $\rightarrow$  <u>terroir</u> (Eric Charvin)
  - Yields (above 50 hl/hectare  $\rightarrow$  no real quality!)
  - Appropriate harvest methods







## Any question?

Email: <u>jf@vinifera-mundi.ch</u>

- Media (starter level):
  - US: <u>Wine</u>
  - GB:
  - France:

- Wine Spectator
- <u>Decanter</u>
  - La Revue du vin de France TAST Bourgogne Aujourd'hui Burgundy-Report.com

- Italy:
- Germany:
- Switzerland:

- Merum Wein Cour
- Wein Gourmet
- <u>Vinum</u>

