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 20th 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 !!!



Top countries	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

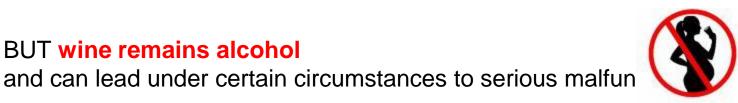
reasoned viticulture no chemic handling against parasites





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?

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- 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>

