



SAY IT WITH WINE: MAKING A UNIQUE IMPRESSION

Elaine Marshall, ACWP

MPI Northern California Chapter

“Wine ... offers a greater range for enjoyment and appreciation than possibly any other purely sensory thing which may be purchased.”

Ernest Hemingway
(who, by the way, loved Spain)



WHAT WE WILL TALK ABOUT TODAY

- Wine Definitions and Background
- Types of Wine Consumers
 - Generational
 - By Profile
 - By Industry
- Grape Varieties and Wines
 - Emerging Varieties
 - Traditional Favorites
- Getting the most from facility staff and wine lists



A LITTLE ABOUT THE WINE WORLD TODAY

- 2.54 gal per person per year (2010) and growing
- US is largest wine consuming country, passing France
- Increasingly part of US daily life
- 34% of US population remains “dry”
- California remains largest production state
- Increasing imports from New Zealand, Argentina





TYPES OF WINE CONSUMERS

Generational

WHEN YOU WERE BORN = WINE OR NOT

- Baby Boomers (48-66 yr old)
 - A Wine Generation
 - 44.1% of wine purchased
- Generation X (32-48 yr old)
 - A Beer and Spirits Generation
 - But in height of current affluence – 35-54 year olds consume 38.3% of wine purchased
- Generation Y (Millennials) (21-32 yr old)
 - Another Wine Generation – Echo Boomers
 - Seen as next big thing





TYPES OF WINE CONSUMERS

By Profile

CHARACTERISTICS OF CONSUMERS

- **Daily Musts** represent 16.4 percent of wine drinkers, but spend 49.3 percent of all wine sales. Their medium age is 61 and median annual income is \$62K.
- **Variety Seekers** differ in that they represent 14.4 percent of all wine drinkers with a spending share of 34 percent and average annual income exceeding \$100K.
- **Personal Image** wine consumers represent 14.1 percent of the market. However, their spending is lower at just 3.1 percent of the total wine market. 34 years of age average, they make a median \$62K/year.
- **Savvy Buyers** include 2.6 percent of wine consumers and account for 9.7 percent of spending. They have a median age of 48 and enjoys the adventurous, exploratory wine purchase.
- **Occasional Consumers** account for the largest number of consumers at 34.5 percent, but represent just 4 percent of total sales. Median age is 55, and income of \$63K.





TYPES OF WINE CONSUMERS

By Industry

TYPICAL INDUSTRIES

- Conservative
 - Law
 - Banking
 - Financial
- Creative
 - Sales
 - Marketing
 - Art
 - Internet/Digital Media
 - Computer Software/Engineering





GRAPE VARIETIES AND WINES

Emerging Varieties

MARKET SHARE

- Argentine wines up 30%. New Zealand up 25%. Chile up 5%
- France, (except for Rhone,) and Australia struggling. Spain flat.
- Italy: depends on region
- SW France and Northern Italy growing share on-premise

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RISING VARIETALS

- Malbec, Muscat, and Riesling
- Anything called “Rhone”
- Prosecco
- Pinot Grigio (now 4th leading varietal)
- Pinot Noir slowed
- Merlot flat

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ALBARIÑO

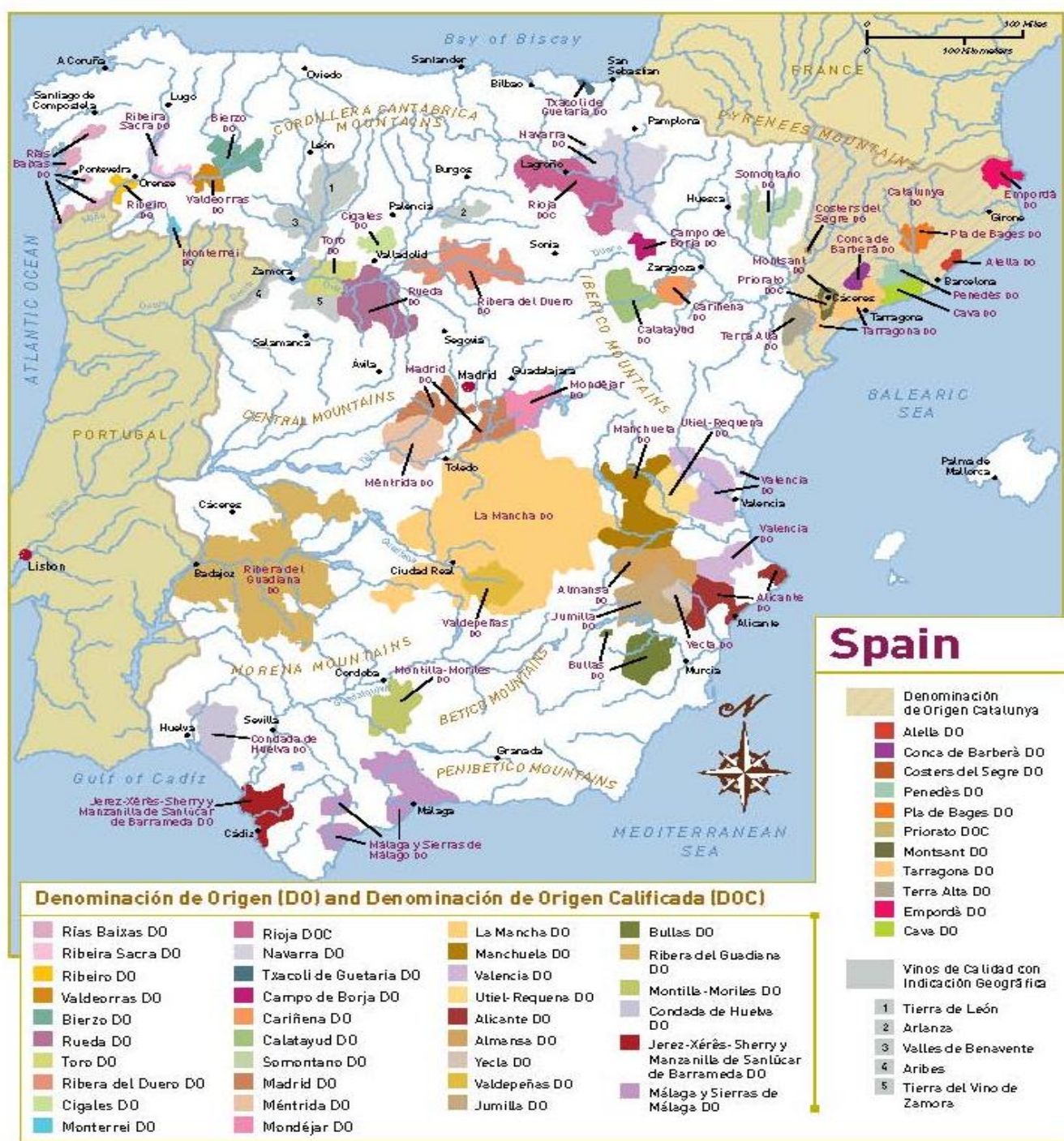


“...in some utopian wine future, I'd like to see the New York City Parks Department install water fountains that dispense ice-cold Albariño. They could be turned on every year—in June, say. This will never, ever happen, but one can dream.”

Ray Isle,
Food and Wine Magazine

ALBARINO

SPAIN'S GREAT WHITE HOPE





**Rias Baixas,
Spain**

**Lush Rolling
Hills**



Albarino

Traditional
Pergola
Training
System



ALBARIÑO: COMMON DESCRIPTORS

- light
- dry
- acidic (razor sharp)
- aromatic
- bitter
- peach
- apricot
- almond
- citrus
- tart
- hyacinth
- grass
- minerality



ALBARIÑO: FOOD & WINE PAIRING

- raw and cooked seafood – especially shellfish like oysters, clams, lobster and octopus, plus light white fin fish
 - mushrooms
 - potatoes
 - good olive oils
- Average pricing \$15 to \$40



TORRONTÉS



“...the hottest thing to arrive from Argentina since the tango.”

Eric Asimov,
New York
Times



TORRONTES

ARGENTINA'S HIGH WIRE ACT



Argentina

Main Wine Regions

- | | |
|-----------|-----------|
| Salta | San Juan |
| Tucumán | Mendoza |
| Catamarca | La Pampa |
| La Rioja | Río Negro |

TORRONTÉS: COMMON DESCRIPTORS

- Enticing
- Highly Perfumed
- Medium bodied
- Fruity
- Peach pit
- Orange flowers
- Dry



TORRONTÉS: FOOD & WINE PAIRING

- smoked meats
- salads with fruit
- ham and cheese sandwich
- mild or medium cheeses
- spiced Asian foods

- Average pricing \$8 to \$15



GRÜNER VELTLINER



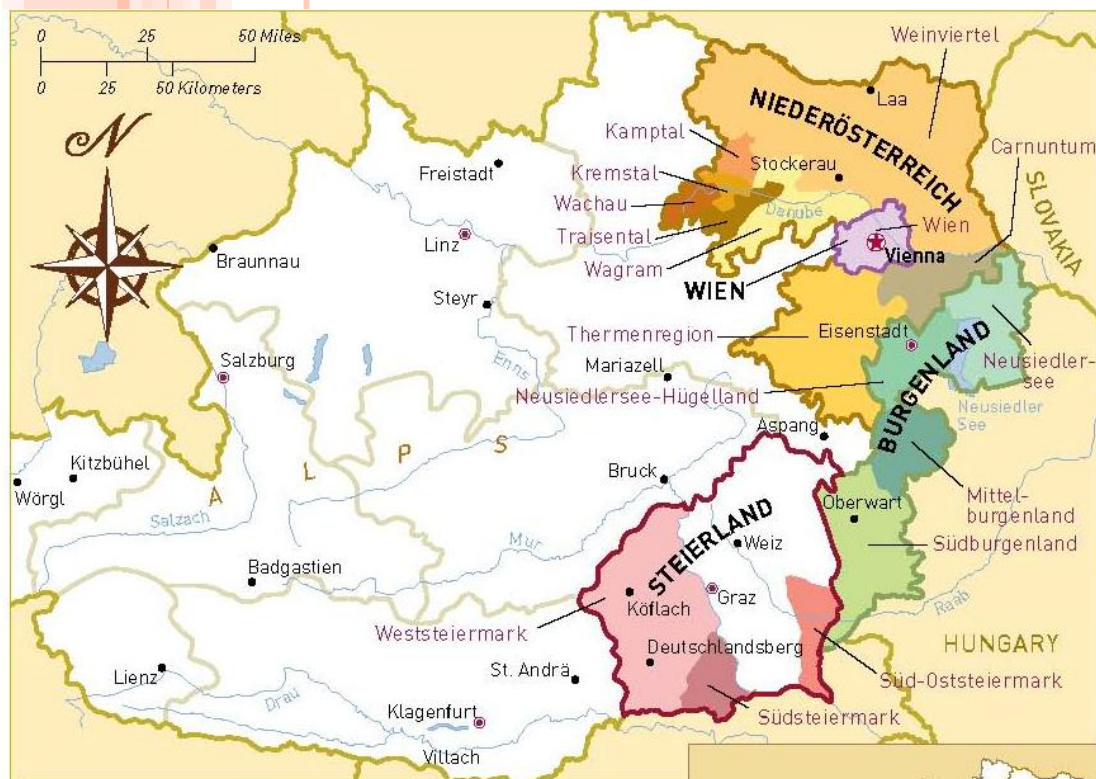
“Grüner Veltliner is not just chic at the moment, it deserves a permanent place in the Hall of Fame of important grape varieties and a leading role among the wines to pair with food.”

Terry Theise, importer



VELTLINER

AUSTRIA'S SIGNATURE WHITE GRAPE



Austria

Wine Zones and Regions

- | | |
|------------------|-------------------------|
| Niederösterreich | Burgenland |
| Wachau | Neusiedlersee |
| Kremstal | Neusiedlersee-Hügelland |
| Kamptal | Mittelburgenland |
| Traisental | Südburgenland |
| Weinviertel | |
| Wagram | |
| Carnuntum | |
| Thermenregion | |
| Wien | Steierland |
| Wien | Süd-Oststeiermark |
| | Südsteiermark |
| | Weststeiermark |



Source: *Exploring Wine*

Kamptal, Austria



GRÜNER VELTLINER: COMMON DESCRIPTORS

- high acid
- full bodied
- powerful
- grapefruit
- white pepper
- tropical fruit
- lentils
- green beans/asparagus
- chartreuse
- pure



GRÜNER VELTLINER: FOOD & WINE PAIRING

- fried chicken
- fried porcini with mayonnaise (tartar)
- asparagus & artichokes (“difficult” foods)
- any vegetable!
- Thai beef salad (light style)
- long cooked meat (richer style)
- modern, clean flavors
 - Average pricing \$12 to \$40, some higher



GRENACHE



“The world of Grenache is so complex that we could totally geek you out if we weren't careful.”

Dorothy
Gaiter and John
Brecher, Wall Street
Journal



GARNACHA

IT'S SPANISH,
NOT FRENCH!



Spain

- Denominación de Origen Catalunya
- Alella DO
- Conca de Barberà DO
- Costers del Segre DO
- Penedès DO
- Pla de Bages DO
- Priorato DOC
- Montsant DO
- Tarragona DO
- Terra Alta DO
- Empordà DO
- Cava DO

Vinos de Calidad con Indicación Geográfica

- 1 Tierra de León
- 2 Arlanza
- 3 Valles de Benavente
- 4 Arribes
- 5 Tierra del Vino de Zamora

Denominación de Origen (DO) and Denominación de Origen Calificada (DOC)

- | | | | |
|---------------------|------------------------|------------------|---|
| Rías Baixas DO | Rioja DOC | La Mancha DO | Bullas DO |
| Ribeira Sacra DO | Navarra DO | Manchuela DO | Ribera del Guadiana DO |
| Ribeiro DO | Txacoli de Guetaria DO | Valencia DO | Montilla-Moriles DO |
| Valdeorras DO | Campo de Borja DO | Utiel-Requena DO | Condado de Huelva DO |
| Bierzo DO | Carifena DO | Alicante DO | Jerez-Xérès-Sherry y Manzanilla de Sanlúcar de Barrameda DO |
| Rueda DO | Calatayud DO | Almansa DO | Málaga y Sierras de Málaga DO |
| Toro DO | Somontano DO | Yecla DO | |
| Ribera del Duero DO | Madrid DO | Valdepeñas DO | |
| Cigales DO | Méntrida DO | Jumilla DO | |
| Monterrei DO | Mondéjar DO | | |

Garnacha / Calatayud, Spain



GRENACHE: COMMON DESCRIPTORS

- soft and fleshy
- berry
- black currant
- Allspice
- cinnamon
- orange blossom
- baked fruit
- savory herbs
- medium to low acidity



GRENACHE: FOOD AND WINE PAIRING

- Very much depends upon style
 - Lighter: roasted chicken and pork with herbs, Indian foods (not too spicy)
 - Fuller: grilled lamb, braised meats, earthy dishes, Romesco sauce
 - Average prices \$10 and upward to collector level



TEMPRANILLO



Spain's great red
variety, enjoying
newly found favor.



0

THE GREATEST
OF ALL IS RIOJA
– MAYBE.



Spain

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- Conca de Barberà DO
- Costers del Segre DO
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- Vinos de Calidad con Indicación Geográfica
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| Ribera del Duero DO | Madrid DO | Valdepeñas DO | |
| Cigales DO | Méntrida DO | Jumilla DO | |
| Monterrei DO | Mondéjar DO | | |

TEMPRANILLO: COMMON DESCRIPTORS

- earthy
- red berry
- tobacco
- allspice
- leather
- dusky tannins
- dried fruit
- savory herbs
- medium to high acidity



FOOD & WINE PAIRING

- Grilled foods
- Olives and nuts
- Beef and hearty game meats with fat
- Rich meaty sauces
- Manchego cheese
- Watch for oak influence and style of wine (crianza, reserva, gran reserva)



MALBEC



“Take a chocolate-covered cherry candy, turn it somehow into a red wine, and you’d have Malbec — maybe the world’s most user-friendly red wine.”

Fred Tasker,
Miami Herald



MALBEC

ARGENTINA'S ADOPTED SUPERSTAR RED



Argentina

Main Wine Regions

- | | |
|-----------|-----------|
| Salta | San Juan |
| Tucumán | Mendoza |
| Catamarca | La Pampa |
| La Rioja | Río Negro |



MALBEC

MALBEC : COMMON DESCRIPTORS

- inky
- tannic
- plum
- velvety
- blackberry
- tobacco
- raisin
- violets
- herbal



MALBEC: FOOD AND WINE PARING

- Steak!
 - Asado
 - Red meats and goat
 - Sausage and offal
 - Empanada
 - Meaty pizza
 - Chimichurri
 - Cheeseburger
- Average pricing \$5 to 15, some much higher



TOURIGA NACIONAL



Touriga Nacional has a Facebook page. 700 people “like” this.



Portugal

Denominação de Origem
Controlada
within Vinho Regional
(DOC)

- Minho VR**
Vinho Verde DOC
- Trasmontano VR**
Trás-os-Montes DOC
- Duriense VR**
Porto and Douro DOC
- Beiras VR**
Bairrada DOC
Dão DOC
- Lisboa VR**
Lourinhã DOC
Torres Vedras DOC
Colares DOC
Carcavelos DOC
Bucelas DOC
Arruda DOC
Alenquer DOC
- Ribatejo VR**
Tejo DOC
- Terras do Sado VR**
Palmela DOC
Setúbal (Moscatel) DOC
- Alentejano VR**
Alentejo DOC
- Algarve VR**
- Madeira DOC**

DÃO Denominação de Origem
Controlada

MINHO Vinho Regional



TOURIGA NACIONAL

PORTUGAL'S WORKHORSE RED GRAPE

PORTUGAL



TOURIGA NACIONAL: COMMON DESCRIPTORS

- black fruits
- mouth filling tannin
- cured black olive
- heady florals
- robust
- dense
- meaty
- bergamot
- bitter
- moderate to high alcohol
- brawny



TOURIGA NACIONAL: FOOD AND WINE PAIRING

- red wine braised meat
 - roasted lamb
 - heavily spiced foods
 - strong sheep cheeses
 - Linguiça
- Average pricing \$6 to 18, occasionally higher



Italy

Main DOC/DOCG Wine Regions

- | | | |
|-----------------------------------|---|--|
| Valle d'Aosta | Liguria | Tuscany |
| Piedmont | Lombardy | 26 Vernaccia di San Gimignano DOCG |
| 1 Gattinara DOCG, Ghemme DOCG | 9 Oltrepò Pavese, Oltrepò Pavese Metodo Classico Spumante DOCG | 27 Chianti DOCG, Chianti Classico DOCG |
| 2 Barbera d'Asti DOCG | 10 Franciacorta DOCG | 28 Brunello di Montalcino DOCG |
| 3 Roero DOCG | 11 Lugana | 29 Vino Nobile di Montepulciano DOCG |
| 4 Barbaresco DOCG | 12 Valtellina Superiore DOCG, Sforzato DOCG | |
| 5 Dolcetto d'Alba, Barbera d'Alba | | Umbria |
| 6 Barolo DOCG | | 30 Orvieto |
| 7 Asti DOCG, Moscato d'Asti DOCG | Veneto | 31 Torgiano Rosso Riserva DOCG |
| 8 Gavi or Cortese di Gavi DOCG | 13 Bardolino, Bardolino Superiore DOCG | 32 Sagrantino di Montefalco DOCG |
| | 14 Bianco di Custoza | |
| | 15 Valpolicella, Amarone DOCG | Marche |
| | 16 Soave, Soave Superiore DOCG, Recioto di Soave DOCG | 33 Verdicchio dei Castelli di Jesi |
| | 17 Conegliano-Valdobbiadene Prosecco Superiore DOCG, Colli Asolani DOCG | 34 Cònero DOCG |
| | 18 Piave | |
| | | Abruzzi |
| | Trentino-Alto Adige | 35 Montepulciano d'Abruzzo, Montepulciano d'Abruzzo Colline Termane DOCG |
| | 19 Alto Adige | |
| | 20 Lago di Caldaro | Lazio |
| | 21 Santa Maddalena | 36 Frascati |
| | | Molise |
| | Friuli-Venezia Giulia | Campania |
| | 22 Colli Orientali del Friuli | 37 Taurasi, Greco di Tufo, Fiano di Avellino DOCG |
| | 23 Collio | |
| | Emilia-Romagna | Basilicata |
| | 24 Lambrusco DOCs (4) | 38 Aglianico del Vulture |
| | 25 Albana di Romagna DOCG | |
| | | Apulia |
| | | 39 Locorotondo |
| | | Calabria |
| | | Sicily |
| | | 40 Alcamo, Bianco d'Alcamo |
| | | 41 Marsala |
| | | 42 Cerasuolo di Vittorio DOCG |
| | | Sardinia |
| | | 43 Cannonau di Sardegna, Vermentino di Sardegna |
| | | 44 Vermentino di Gallura DOCG |

PROSECCO

ITALY'S NORTHEAST SPARKLER





PROSECCO: REFRESH YOURSELF

- Dry or extra dry wine made from Glera grapes, primarily in the region of Veneto where it can be called Prosecco only if it is from the areas near Conegliano and Valdobbiadene
- The wine is made using the Charmat (cuve close or tank) method to preserve the fruitiness and freshness of the grape
- The number of cases of Italian sparkling wine, driven largely by Prosecco, which were imported in 2010, 2.58 million, more than doubles the figure from 10 years ago
 - Average pricing \$10 to \$18





GRAPE VARIETIES AND WINES

Traditional Favorites

What is Chardonnay?

“In Chardonnay is one of the happiest of all combinations: the grower loves to grow it; the winemaker loves to fashion it; and we all love to drink it.”

- Jancis Robinson



COMMON DESCRIPTORS

tropical fruit

green apple

pear

creamy

oakey

steely

butterscotch

nutty

citrusy



FOOD & WINE PAIRING

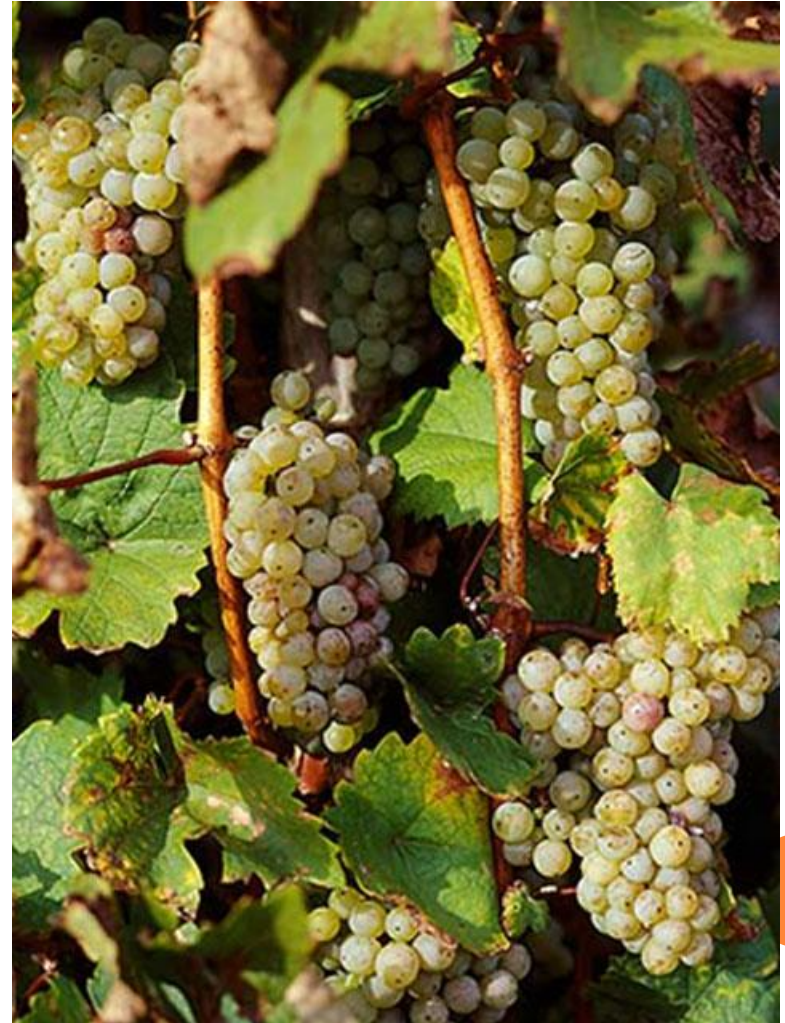
- Roasted chicken or fish
- Cream sauces
- Smoked foods – cheeses or pork
- Buttery dishes
- Corn!
- Oysters and Chablis



What is Riesling?

“A miraculous
collision of
lightness and
intensity.”

- *Stuart Pigott*



COMMON DESCRIPTORS

citrus blossom
granny smith apple
mandarin
minerally
clove
golden cherry
honeysuckle
petrol



FOOD & WINE PAIRING

Depending on dryness level

Dry: Light flavors
Delicate citrus
Lean proteins
Ham & mild sausage, Choucroute Garni

Off dry:
Subtle fruity flavors
Asian inspired dishes
Slight spiciness is okay
Smoked fish



What is Sauvignon Blanc?

“If Chardonnay is Marilyn
Monroe, Sauvignon Blanc
is Jamie Lee Curtis”
- *Karen MacNeil*



COMMON DESCRIPTORS

grassy

grapefruit

cat pee

lime peel

mouth watering

asparagus

nettles

passion fruit



FOOD & WINE PAIRING

- High acid dishes with citrus
- Dishes with “green” flavors
- Light seafood and shellfish
- Chicken or pork
- Asian and Latin flavors
- Creamy, mild goat cheese is a favorite



What is Pinot Noir?

“Then, I mean, oh its flavors, they're just the most haunting and brilliant and thrilling and subtle and... ancient on the planet.”

- *Miles Raymond, Sideways*



COMMON DESCRIPTORS

cherry
cranberry
rhubarb
strawberry
barnyard
cocoa powder
wild mushroom
smoky
vanilla
violet
cola



FOOD & WINE PAIRING

- Duck and other small birds
- Lean meats – pork and beef
- Mushrooms & truffles
- Salmon & fresh tuna can work
- Mustard sauces
- Runny cheeses

Has great versatility as a crossover wine due to its high acid and low tannin



What is Syrah?

"I think that the real problem with Syrah isn't the need for age.

Instead, it's that there are more bad versions of Syrah out there than of any other grape variety."

- Tom Dehlinger



COMMON DESCRIPTORS

plums - red & black
blackberry
white pepper
woody herbs
spicy
bacon fat
earthy
gamey
savory



FOOD & WINE PAIRING

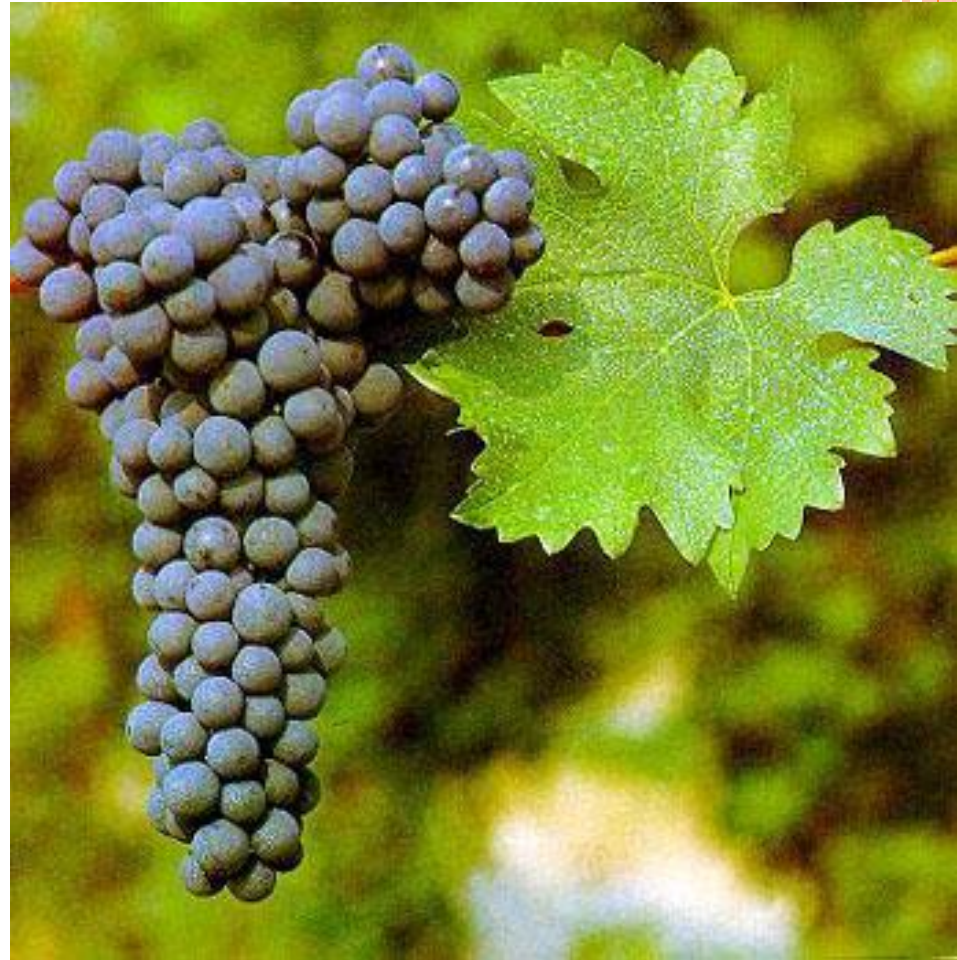
- Lamb and venison
- Can handle red fruits in sauces
- Black and white pepper
- Braised meats
- Bacon!
- Fatty pork – belly, ribs, did I say bacon?
- Some Asian flavors – hoisin, strong soy



What is Cabernet Sauvignon?

"God made Cabernet
Sauvignon, whereas
the Devil made Pinot
Noir."

- *Andre Tchelistcheff*



COMMON DESCRIPTORS

black currant

bell pepper

black olive

eucalyptus

mint

cedar

tobacco

vanilla

coconut

licorice



FOOD & WINE PAIRING

- Grilled foods
- Bitter flavors – radicchio, olives, chocolate
- Beef and hearty game meats with fat
- Rich meaty sauces
- Blue cheese
- Watch for alcohol levels and spiciness





GETTING THE MOST FROM FACILITY STAFF AND WINE LISTS

Knowing what to ask

THE IMPORTANCE OF STYLE

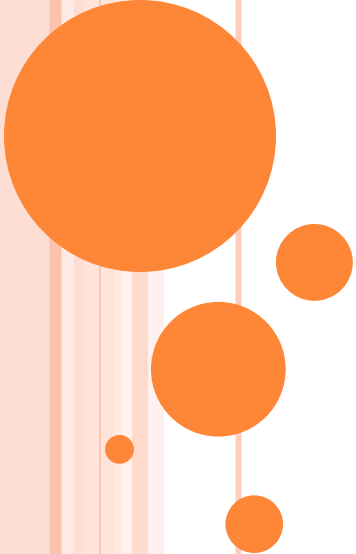
- What are the types of styles?
- Talking style to the manager
- Bargain shopping
- Food pairing



MAKING THE CHOICE

- Consider attendee/client profile
 - What did all of those grapes say to you?
 - Branded vs. non-branded products
- Type of food service
- Pricing/Budget considerations





**THANK YOU! AND TIME FOR
QUESTIONS.**

MPINCC