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

Eric Asimov, New York Times
Torrontes

Argentina’s High Wire Act
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 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

Source: Exploring Wine
Kamptal, Austria
Gruner 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!
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.
The greatest of all is Rioja – maybe.
Tempranillo: Common Descriptors

- earthy
- red berry
- tobacco
- allspice
- leather
- dusky tannins
- dried fruit
- savory herbs
- medium to high acidity
F O O D & W I N E P A I R I N G

- 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
MALBEC: COMMON DESCRIPTORS

- inky
- tannic
- plum
- velvety
- blackberry
- tobacco
- raisin
- violets
- herbal
MALBEC: FOOD AND WINE PAIRING

- Steak!
- Asado
- Red meats and goat
- Sausage and offal
- Empanada
- Meaty pizza
- Chimichurri
- Cheeseburger

- Average pricing $5 to 15, some much higher
Touriga Nacional has a Facebook page. 700 people “like” this.
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 WINEPairing

- red wine braised meat
- roasted lamb
- heavily spiced foods
- strong sheep cheeses
- Linguiça

- Average pricing $6 to 18, occasionally higher
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
mineraly
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
gavy
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.

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