

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 total grape production

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 mildew
- 1865's Phylloxera:
 - Everything was bio
 - And nothing remained

→ now American cuttings



◆ Bio characteristics

- Respected soil
- Protected vines
- No chemicals and



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**
- ◆ BUT **wine remains alcohol**
and can lead under certain circumstances to serious malfun
- ◆ More information: [Wine Spectator](#)



Zéro alcool
pendant la grossesse



My Bottle of Wine just stinks!

- ◆ 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: Officially 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
 - Oak chips or wood extract
 - Aromatization (Australia but not USA)
 - Water-down technique
 - up to 35%, max. 7% in California
 - dealcoholization (USA)
 - Intensive irrigation (Spain)
 - Ascorbic acid (Chili)



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 → terroir (Eric Charvin)
- Yields (above 50 hl/hectare → no real quality!)
- Appropriate harvest methods



Any question?

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◆ Media (starter level):

- US: [Wine Spectator](#)
- GB: [Decanter](#)
- France: [La Revue du vin de France](#)
[TAST](#)
[Bourgogne Aujourd'hui](#)
[Burgundy-Report.com](#)
- Italy: [Merum](#)
- Germany: [Wein Gourmet](#)
- Switzerland: [Vinum](#)

◆ Site: [Vinifera-Mundi](#)

