

# 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: 3 l.

## ◆ Above all, women enjoy drinking wine

- Autonomy gain
- Medicinal virtues due to [resveratrol](#) (more details: [French paradox](#))
- Rupture against traditional beverages



# Agenda

- ◆ 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

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- ◆ 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“
- ◆ **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
<b>Australia</b>	1,496	2.4
<b>World</b>	62,717	



# Bio Wines: Joke or Mode effect?

## ◆ Never buy wine just because of bio labels

- Nothing bio can fight against mildew
- 1865's Phylloxera:
  - Everything was bio
  - And nothing remained → American cuttings



## ◆ Bio characteristics

- Respected soil → Workhorse (France 9 races)
- Protected vines → ancient tools + horse
- No chemicals and no chemic handling against parasites → reasoned viticulture



# 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 malfunctioning
- ◆ 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

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- ◆ 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

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- ◆ 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)
  - Falsified export (Australia)
  - 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](#)  
[Bourgogne Aujourd'hui](#)
- Italy: [Merum](#)
- Germany: [Wein Gourmet](#)
- Switzerland: [Vinum](#)

◆ Site: [Vinifera-Mundi](#)

