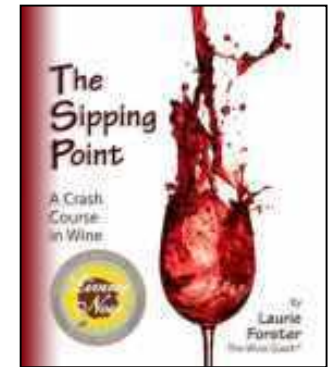
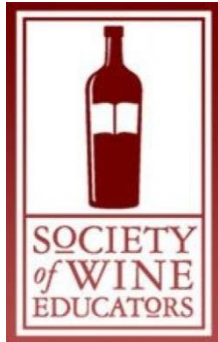


Wine Trends 2018

Pairing, Serving & Selling



Laurie Forster





Perfect Pairings

1. Tasting Trends
2. Food & Wine Pairing
3. Selling Wine
4. Questions



Something to Sip on...

“ What is the definition of a good wine?

It should start and end with a smile.

— *William Sokolin* ”



Wine Trends

- Organic & Biodynamic
- Sparkling Wine
- Italian White Varietals
- Chardonnay is Back
- Rose All Day
- New Zealand Reds
- Red Blends

Tasting Facts

- Smelling is 80% of Tasting
- Tongue senses:
 - Sweet
 - Salty
 - Bitter
 - Sour
 - Umami
- Jelly Bean Exercise



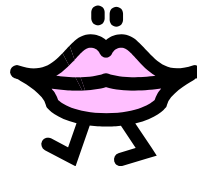
Tasting Process



Look



Smell



Taste



Describe



Decide



Tasting Process

1. Look

- Color or shade
- Intensity
- Legs
- Tartrates
- Sediment





Tasting Process

2. Smell

- Swirl...
 - **Fruit** - stone and tree
 - **Non Fruit** – Herb, Spice, Floral
 - **Earth** – mineral, chalk, mushroom, dust, barnyard
 - **Wood** – vanilla, caramel, toast, cigar box, nutty, smoky





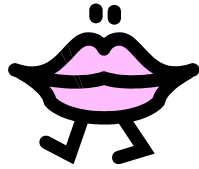
Varietal Aromas - Whites

Riesling	Citrus, Apple, Peach, Apricot, Mineral, Honey
Pinot Grigio aka Pinot Gris	Lemon, Apple, Pear, Floral, Almond
Sauvignon Blanc	Grapefruit, Melon, Grassy, Herbal, Mineral
Chardonnay	Apple, Pineapple, Vanilla, Smoky, Lemon, Mineral
Viognier	Honey, Orange Blossom, Mango, Apricot and Anise



Varietal Aromas- Reds

Pinot Noir	Strawberry, Raspberry, Cherry, Earth, Mushroom
Sangiovese	Strawberry, Blueberry, Orange Peel, plum, Cinnamon, Clove
Merlot	Currant, Black Cherry, Plum, Violet, Rose, Peppercorn
Zinfandel	Raspberry, Blackberry, Cranberry, Black Cherry
Syrah aka Shiraz	Raspberry, Blackberry, Pepper, Violet, Bacon
Cabernet Sauvignon	Black Currant, Cherry, Mint, Bell Pepper



Tasting Process

3. Taste

- **Body** - - Light, Medium, Full
 - Think about milk
- **Flavors**
- **Acidity**
 - In all wines
 - Pucker factor
 - Lemon
- **Tannins**
 - From grape skins
 - Dry astringent
 - walnuts
- **Finish** – Length of taste





Tasting Process

4. Describe

1. Body
2. Aromas
3. Acidity or Tannins



The _____ is a _____ bodied wine with _____ aromas. It has low/medium/high acidity for whites or soft/firm tannins for reds.



Tasting Process

5. Decide – Thumbs up or down!
- Try with food too...



Wine Styles

BUBBLY

- Light- to medium-bodied whites with high acidity.
- For example: Champagne, Spanish Cava or Italian Prosecco.
- Great pairings for appetizers, cheese, seafood, salty foods...very food friendly
- Style: Brut, Sec, Demi-Dec is important.



**La Marca
Prosecco
(Italy)**

Wine Styles

CRISP

- Light- to medium-bodied whites and Rose with high acidity.
- For example: Sauvignon Blanc, Spanish Albariño and Argentinean Torrontes.
- Great pairings for lighter foods like salads, seafood, salty foods and as an aperitif.
- Anything you squeeze a lemon or lime on...



**Clifford Bay
Sauvignon Blanc
(NZ)**

Wine Styles

RICH

- Softer, medium-bodied whites with lower acidity and possibly oak aging.
- For example: Burgundy, Californian Chardonnay or Australian Semillon.
- Great with heartier dishes like white meats, creamy pastas or meaty fish.



**Rombauer
Chardonnay
(Carneros,
California)**

Wine Styles

LUSH

- Aromatic, rich and big fruit flavors.
- For example: Viognier, Alsatian Gewurztraminer, Oregon Pinot Gris or Riesling.
- These intense and sometimes exotic flavors lend themselves to fuller flavored or spicy dishes.



**Chateau Ste Michelle
Riesling
(Washington)**



Something to Sip on...

“ The primary purpose
of wine is to make
food taste better.

— *Myra Waldo* ”

Make a Wine Sandwich

Sip your wine

Taste the food

Sip the wine

Notice any difference on the 2nd sip



Food and Wine Pairing

1. Match weights

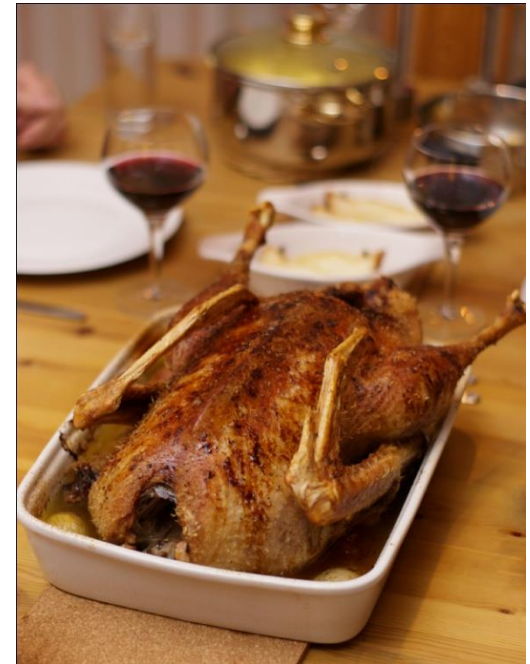
- Light wines with lighter dishes and fuller wines with heavier dishes

2. Weird Science

- Specific Reactions of flavors that effect food and wine pairing...we will explore that today

3. Personal Preference

- In the end it is up to the client...sometimes it is OK to break all the rules!



Matching Weights - White

Light	Riesling Pinot Grigio	Salads White/Flaky fish Seafood
Medium	Sauvignon Blanc Pinot Gris Chenin Blanc Chardonnay	Salads White/Flaky fish Seafood Poultry
Full	Chardonnay Viognier	Heavier fish Poultry and Pork

Matching Weights - Red

Light	Beaujolais Pinot Noir Cabernet Franc	Poultry and Pork Heavier fish (such as salmon, tuna and sword)
Medium	Pinot Noir Merlot Chianti Shiraz/Syrah	Pasta Poultry and Pork Beef Game
Full	Malbec Cabernet Zinfandel	Lamb Beef Game Stews

Wine Styles

JUICY

- Lighter reds and fuller Rosé are full of juicy fruit flavors and have low or soft tannin
- For example: Dry Rosé from Provence, Chianti, cool climate Pinot Noir or Beaujolais.
- These can be served chilled—best with lighter meats or heartier seafood.



**A to Z Pinot
Noir
(Oregon)**

Wine Styles

SMOOTH

- Medium- to full-bodied reds with soft or velvety tannins.
- For example: Australian Shiraz, softer styles of Merlot, Cotes du Rhone, Tempranillo or California Zinfandel.
- Pair with heartier fare like burgers, red meats and barbeque ribs.

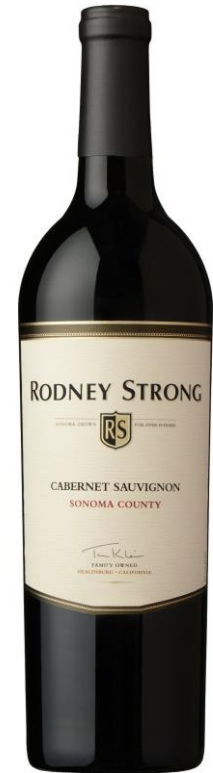


**D'Arenberg
Footbolt Shiraz
(Australia)**

Wine Styles

BOLD

- Fullest reds with firm tannins and intense flavors.
- For example: California Cabernet Sauvignon, Italian Barolo and Argentine Malbec.
- These bold wines match with the heartiest of red meats, game and stews.



**Rodney Strong
Cabernet Sauvignon
(California)**

Wine Styles

SWEET

- Wines can range from off dry or semi to dessert.
- For example: off dry Riesling, blush wines, sweet reds, Port, Sauternes, Ice Wine and Moscato d'Asti.
- These wines match with sweeter foods, some pungent cheese and spicy fare. When matching desserts make sure to match sweetness levels.



**Icardi
Moscato d'Asti
(Italy)**

Flavors and Wine...

An interactive lesson



1. Salt lowers the perception of acid.
2. Fat softens the tannin in reds.
3. Spicy heat is toned down with sweetness and high alcohol wines turn up the heat!



Flavors and Wine...

An interactive lesson



4. Sweet + Sweet makes both taste less sweet.

5. Sour + Sour makes both taste less sour.

6. Smoky/Toasty foods with oaky wines



Serving Wine

- Present Bottle
 - Verbal Producer/Vintage
- Remove Capsule - Foil
- Remove Cork
- Present Cork - Place on table
- Pour a one-ounce taste – get approval
- Serve table
 - Order . . .Glass Fill



Note: Serving Temp is 45-55 F for Whites/Rosés, 40-42 F for sparklers and 60-68 F for Reds

Selling Wine

- When to Sell
 - Greet the customer...direct them to the wine list
 - Take drink order
 - When ordering food
 - Don't forget dessert...

WINE LIST.			
CHAMPAGNES.		CLARETS AND SAUTERNES.	
	PYTS. QUARTS.		PYTS. QUARTS.
G. H. Mumm's Dry Ver-	\$2 00 \$4 00	Mosé,	\$1 00 \$2 00
gency,		St. Julien,	1 00 2 00
G. H. Mumm's Extra	2 00 4 00	St. Esteph,	1 00 2 00
Dry Verzenay,	2 00 4 00	Chateau d'Yquem,	1 00 2 00
Piper & Co., Reims,	2 00 4 00	Cross and Fils Peres	
Heidsieck & Co.,		Sauterne,	1 00 2 00
Yeuve Cluquet, (Yellow			
Label Dry),	2 00 4 00		
DOMESTIC WINES.		BRANDIES.	
Muscat Imperial,	\$1 50 \$3 00	Grand, Dupuy & Co.,	\$2 00
A. Werner & Co., Extra	1 50 3 00	Jas. Hennessy & Co.,	2 00
Dry, Vintage, 1880,		Fineat Castalon & Co.,	2 50
Kelly Island Still Cornwall,	1 00		
RHINE WINES.		NATIVE BRANDIES.	
Nierstein,	\$1 50	California (Bassac Vint),	\$1 00 \$2 00
Deidesheimer,	1 50	Blackberry,	1 00 2 00
SHERRY.		IMPORTED WHISKEYS.	
Crown,	\$2 00	Ramsay's Scotch Whisky,	\$2 00
Table Pale,	2 00	Lorne Highland Scotch,	2 00
Amontillado,	2 50	Fine Old Irish,	2 50
PORT.		DOMESTIC WHISKEYS.	
Tarasana,	\$2 00	Rotunde, Spring '78,	\$1 00 \$2 00
Pure Juice,	2 00	Old Crow, Fall '78,	1 50 3 00
London Dock,	2 50	Bond & Gillard, '78,	1 50 3 00
ALES AND PORTER.		Very Old Rye,	1 50 3 00
Bus & Co., Pale,	50	BITTERS.	
Trinity & Co.,	50	Lothamer's Magna Germana,	\$2 00
Lump's St. Louis,	50	Bonshamp, Genuine,	2 00
Val. Blatz's Milwaukee,	50	Angostura,	1 50
CORDIALS AND LIQUEURS.		GINN.	
Anisette,	per Glass, 25	Imperial Holland,	\$2 50
Marichino,	" 25	John DeKuyper	2 50
Caracas,	" 25	Old Tom, London,	2 00
Vermouth,	" 25	MINERAL WATERS.	
Benedictine,	" 25	Appollinaris,	50
Absinthe,	" 25	Hawthorn, (Sarstoga),	50
		Hayward Juice,	50
RUM.			
St. Cruz, Old,	\$1 00 \$2 00		
Jamaica, Old,	1 00 2 00		
CORRAGE, \$1 00.			

Selling Wine

- **How do I understand what a customer is looking for?**
 - What are you in the mood for a red or white?
 - What do you normally drink?
 - Do you want something light and refreshing or full and lush?
 - What will you be ordering for dinner/lunch?
 - How do you feel about oak?
 - What wines are you considering? Use this to understand price range...



Selling Wine

- **Ways to Sell Wine**
 - Personal Experience
 - Stories about the winery
 - Brand Name
 - Food Pairings
 - Values
 - New Varietals
 - Price Range
 - Always Offer Options



Promotions

- Half Price Bottle Night
- Rotate in Bottle for BTG
- Flight Nights
- Sample Nights
- Monthly Wine Tastings
- Member Wine Club
- Bottle Pairings on Menu



Questions?



My Gifts to You...

1. The Wine Coach APP (iPhone/Android)
 - www.TheWineCoach.com/App
2. Free Video Series
 - Text WINE to 345345



Let's Connect!

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- Linked In: Laurie Forster
- [YouTube.com/thewinecoach](https://www.youtube.com/thewinecoach)



Thanks!

