



ALL ABOUT *Wine*



Bobby Jones®

L I N K S

2019 EDITION



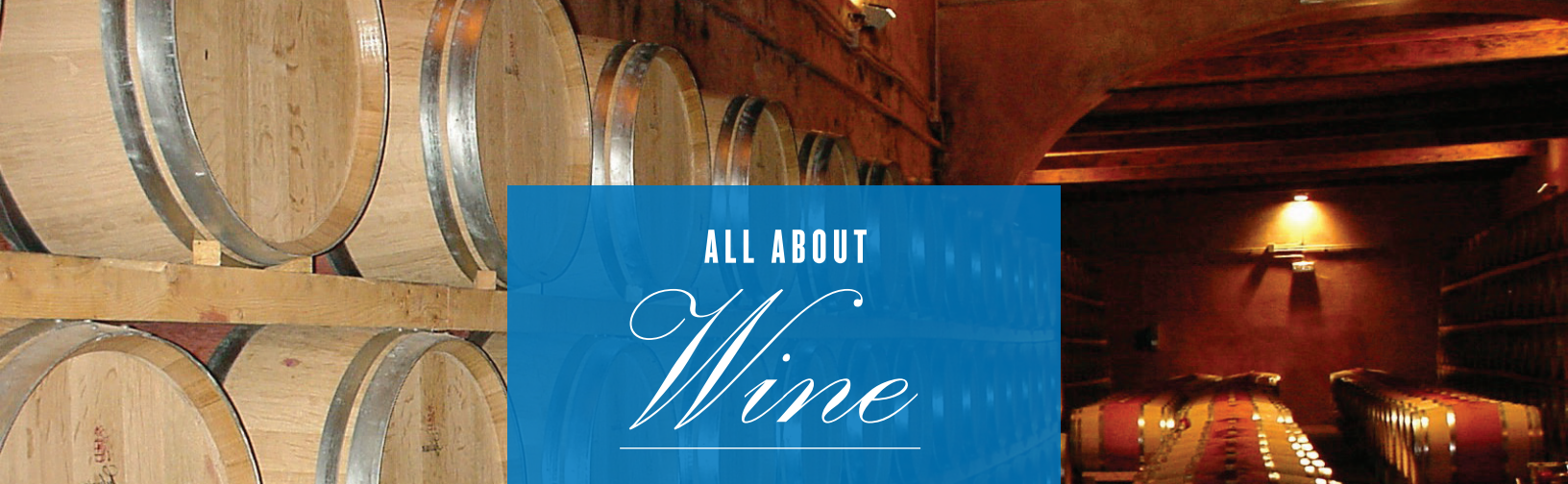
“THE *Secret*
TO GOLF, AS IN LIFE,
IS TO TURN THREE
SHOTS INTO TWO.”



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FORWARD

Drink with joy – and never let go of your curiosity.

The world of wine today is more diverse and interesting than it ever has been. We have the freedom to drink without borders – to enjoy an ever-changing roster of style and regions and grapes. There's an easy way to approach this new wine world: Drink the rainbow. There are hundreds of useful grapes, all worth discovering.

Wine is an endlessly complex and fascinating part of our culture, but simply put – wine is fun!

On the following pages, you will find qualified, up-to-date information to satisfy any student of wine education.

Bonné, Jon. *The New Wine Rules: A Genuinely Helpful Guide to Everything You Need to Know*. Ten Speed Press, 2017.



“SIMPLY PUT - WINE IS *fun!*”

INTRODUCTION

The art of wine making stated in simplest terms is easy. Fresh grapes are crushed into juice, and then fermented. The simple equation is:

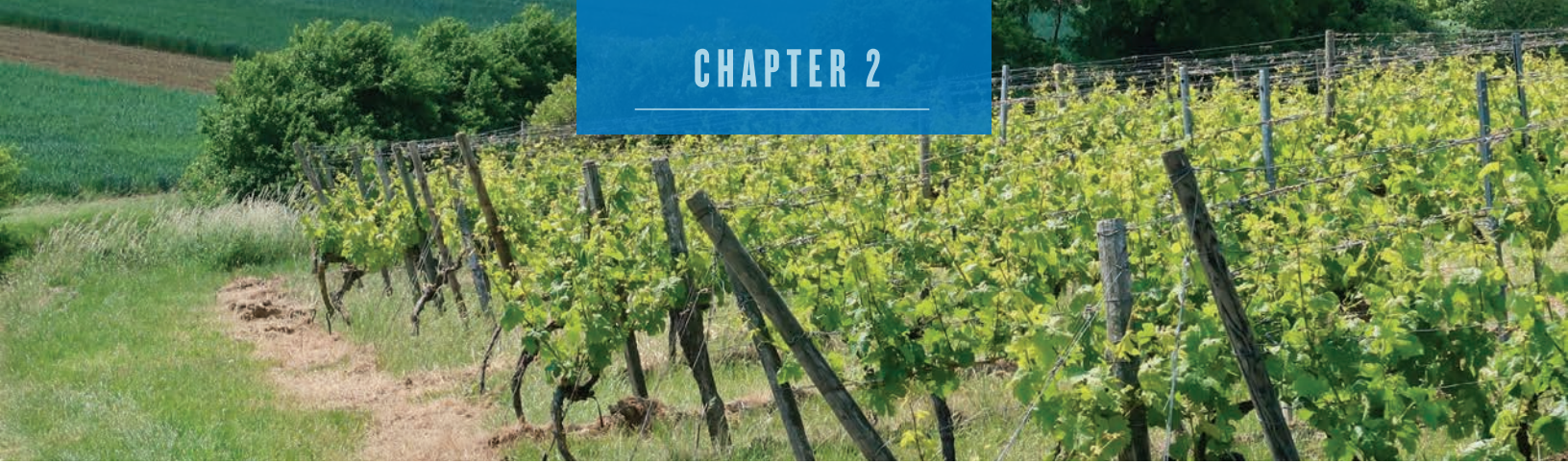
Sugar + Yeast = Alcohol + Carbon dioxide (CO₂)

Fermentation is a biochemical process that begins when grapes are crushed and ends when all of the sugar has been turned into alcohol. Yeast cells, either cultured or natural, excrete enzymes that convert the natural fruit sugars into almost equal parts of ethyl alcohol and carbonic gas. The gas is released, unless Champagne is being produced – and there you have it!

Methods of wine production vary greatly from country to country, region to region, district to district, and, believe it or not, vintner to vintner (winemaker) within the same microclimate.

Wine crafting techniques, or vinification as it is called in the industry, depend greatly on the winemaker's vision; is it traditional or innovative? Maybe it is a fusion of the two, but it also depends on what technology is at hand, the expertise and talent of the winemaker, and also the actual *terroir* (literally means "soil," but in vinification terms it means the total growing environment) of the vineyards themselves.

Suffice it to say, it sounds simple but it is easier said than done. There are many, many considerations a vintner must take into account when crafting his wine, much of which will be discussed in this workshop.



GRAPE VARIETALS

Wine in general acquires its taste and overall characteristics from the specific grapes from which they are produced. Identifying these leading grape varieties and their basic character components will enhance your selection process.

Note: The most widely used grapes for wine making across the globe come from the species Vitis Vinifera.

WHITE GRAPES

Chardonnay

King of the white grapes! Grown worldwide, major countries include France, U.S.A, and Australia. Yields luscious, fine, classic wines of outstanding structure, character, and quality; ranges from one end of the flavor spectrum to the other. Chardonnay is responsible for producing the greatest whites of Burgundy and is one of the three major grapes used in the production of Champagne.



Chenin Blanc

The grape has a very good acidity level, thin skin, and a high natural brix (sugar) content, making it very suitable for either sparkling or sweet wines, although some excellent dry wines, notably Savennieres, are made from it.



Gewürztraminer

Technically classified as a white grape, but it has reddish skin. Grown in Germany, Alsace (France), Italy, and California. This grape produces a full, fat, and fruity wine with a characteristic “spicy” flavor. This is usually a sweeter wine with soft, succulent finish.



Pinot Gris

Also classified as a white grape with reddish skin color. Grown in Alsace, Germany, Switzerland, Northern Italy, and parts of the U.S.A. It is a cousin of the red Pinot Noir grape. This grape is called *Pinot Grigio* in Italy and *Ruländer* in Germany. Normally it will produce a lighter wine with a soft bouquet, and it can also produce a succulent, rich, and complex wine of great quality. The finest selection is from Alsace.



Riesling

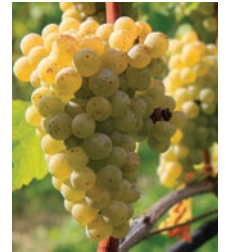
This wine is considered by some aficionados to be the king of the white grapes instead of the Chardonnay. Grown in major status in Germany and Alsace with Australia and the U.S.A. not far behind. This varietal can range from crisp to full, from dry to sweet. It is truly a wine for any purpose. Riesling has such a tremendous fruit/acid ratio that it is set a class apart from many other grapes and produces a great food wine. The finest Rieslings are intensely flavored and long lived. Over time they develop a vivid zesty bouquet with hints of petrol. The grape itself is easily susceptible to *Botrytis Cinerea**, the "Noble Rot."

*See Chapter 6, Terminology & Definitions



Sauvignon Blanc

This grape is at its absolute best from Loire (France) and New Zealand. California and Bordeaux follow. Characteristically, this grape produces a very aromatic dry wine featuring dusty notes of straw, hay, gooseberry (some call it "cat-pee"), with fruity nuances of acidic citrus. With the ever-changing face of vinification techniques, many Sauvignon Blancs are becoming more fruit-driven, but the best are still dry, crisp, and clean.



Sémillon

Often a grape used for blending. It is grown mainly in Bordeaux (the Graves district of France), South America, Australia, and California. By itself, it produces very dry wines with not much complexity or character. But in Sauternes or Barsac, this grape produces magnificent botrytized sweet wines.



Trebbiano

Also known as Ugni Blanc, this variety usually yields light, approachable wines. The Trebbiano is very important in Northern Italian whites, producing such wines as Orvieto, Soave, Lugana, and EST! EST! EST! Trebbiano, called Ugni Blanc in France, is the grape used to make Cognac, Armagnac, and Brandy.



Viognier

Famous white grape from the Rhône Valley (France). This grape produces superb dry to semi-sweet wines. It is also used widely as a blending grape to impart flavor and softness.



RED GRAPES

Cabernet Sauvignon

King of the red grapes! Grown worldwide, specifically producing superb, rich, full-flavored wines from California, Australia, Chile, South Africa, and, most notably, the classic Médoc wines of Bordeaux. Cabernet is known for its great complexities, character, body, and long life.



Cabernet Franc

Cabernet Franc is grown throughout Bordeaux. Grown under neutral conditions, it is not easy to distinguish significant varietal differences between the two Cabernets, but suited as they are to different situations and blends, the Cabernet Franc tends to produce slightly earthy style characteristics and depth on the palate as compared to Cabernet Sauvignon.



Gamay

This is the famous grape of Beaujolais (France). Normally crafted through “Macération Carbonique” processes and meant to be drunk very young and fresh – within one year. The 10 different Crus (specified vineyard) of Beaujolais are the exception and may age between 10 to 15 years, and seem to gather Pinot Noir-like qualities with age.



Grenache

It is grown chiefly in the Southern Rhône district of France and parts of Spain. It is largely responsible for Tavel Rosé and when blended with the Syrah grape, Châteauneuf-du-Pape. Also used to make some Riojas in Spain.



Malbec

This grape is traditionally used in Bordeaux blends in order to provide color and tannin. It is also grown in the Loire. But the up-and-coming star of Malbec production is Argentina, where they have made outstanding progress and are crafting world class wines.



Merlot

This grape is grown worldwide. Originally produced to soften and improve the great Cabernets of Bordeaux and California. Over the past two decades, however, it has been bottled on its own, continually yielding better and better wines that show luscious, velvety dark fruit qualities. It is the chief grape of Pomerol and Saint-Émilion regions in the Bordeaux district of France.



Nebbiolo

Grown largely in Piemonte and Lombardy, Italy, with small acreage in California. Used in making all the great northern Italian reds – such as Barolo, Barbaresco, and Gattinara.



Pinot Noir

This is one of the hardest grapes in the world to grow. Its claim to fame is the classic great Burgundies of France, and is also one of the three main varieties used in the production of Champagne. Washington and Oregon have made great strides in its Pinot Noir vinification over the past 10 years, and may soon rival that of Burgundy. Under ideal growing conditions, Pinot Noir produces the richest, most velvet-smooth wines with some characteristics flavors that include cherries, raspberries, and strawberries.



Syrah

A rising star around the globe, it is also known as Shiraz in Australia. Yields big, robust spicy wines with good solid fruit and hints of pepper. It is grown in the Northern Rhône district of France to produce Hermitage and Côte Rotie. Australia and California varieties lean toward big, powerful fruit-driven wines with massive, yet very approachable, tannins.



Tempranillo

This is the most important variety in Rioja, Spain. Tempranillo produces excellent quality wines that have a rustic, leathery characteristic, yet have ample fruit. They display complexity and are known for their dark, brownish, brick red color.



Zinfandel

Grown mainly in California, it is America's truly unique red grape. Many think its origin came from Italy, where it is called the Primitivo grape. In California, however, it produces a unique wine ranging from light and fruity to powerful and tannic. The intrinsic, spicy, berry-like flavors always seem to come through. Recent DNA test have shown that this grape originated in the Mediterranean in what is now Croatia.



CHAPTER 3

TASTING WINE

INTRODUCTION

Whether you are a novice or a seasoned veteran, it is always personal preference that has the final word when judging wine. The most experienced tasters can often argue endlessly over the relative merits and qualities of different wines. But in the end, it is only what you like that actually matters.

Tasting is extremely subjective, and since it lacks solid definitions and parameters, most experienced tasters would accept that fine wine must have balance, finesse, and show a definite, distinctive character within its own style or grape varietal.

Discussing, conveying, and completely agreeing upon specific taste characteristics of certain wines between any two or more tasters may indeed be difficult at times. One problem lies in the words, or the way we choose to describe certain wines. But the biggest factor would be because of the different threshold levels at which we pick up elementary tastes and smells, and because of the various tolerance levels at which we enjoy them.

We stated that tasting is very subjective. The reason basically lies in the fact that each individual requires different qualities of alcohol, aldehydes, esters, acidity, sugar, and tannin in wine before actually detecting them. So the same wine has literally a different taste to each of us. One person may only slightly taste apricot, while another perceives it as exuding apricot.

Remember this – the tongue discerns only sweet, sour, bitter, and salt. Every other taste we actually smell. By drawing air or breathing over the substances in our mouth, the aromas are taken into the back of our throat where they are picked up by the olfactory bulb, which analyzes them and transmits the information to the brain as various mixtures of so-called, different and exotic flavors.

Smell is without a doubt the single most important aspect of tasting wine. Most human beings are capable of distinguishing over 2,000 scents, while we have only the 4 tastes. Since wine very rarely has salt taste (if so it usually denotes a high sulfur content), we are down to 3 tastes: sweet, sour, and bitter.

THE PARTICULARS

One marvelous aspect of wine tasting is that you do not need a ton of stylized expensive equipment to enjoy your sport. All one needs is a nose, palate, and tongue. Add a couple of clean glasses, a corkscrew, and few bottles of wine.

Whether tasting or drinking, the *shape* of the glass is extremely important. Any decent-sized Tulip-shaped glass is the right vessel for any wine. A glass that narrows at the top, holds and funnels the wine's bouquet far better and also helps prevent spillage from vigorous swirling – which is done to aerate the wine and encourage its bouquet to emerge. A sheer rim is preferable to beaded rim and crystal or lead crystal is preferable to glass. And, for the discriminating veteran taster, there are specifically shaped glasses made for each different grape varietal.

LET'S BEGIN TASTING

First, pour a splash (mouthful) into a clean glass. Hold the glass tilted to a white background in good light. Focus your sight through the wine as if you were trying to read through it. What does the appearance tell you?

Does it have good color? Usually the bolder the color, the better the wine. From the deep gold of Chardonnay to the dark ink of Cabernet. Pay special attention to the "rim variation." This is where the wine touches the glass. The color usually disperses, turns watery, or lightens up. The deeper the color at the rim, the better the wine. Does it have evidence of gas or sediment? Is it clear or bright? Does it sparkle in the light? These are all attributes of appearance that will tell you how well-crafted the wine is.

Swirl the glass. This will release the bouquet and create legs (little streaks or streams) on the inside of the glass. The slower the legs or "tears" form, usually the more flavorful the wine. Fast running tears designate a higher alcohol content, which usually indicates a lower pH and viscosity. This does not mean that it is undesirable, by no means, but the texture or mouth feel will not be as round or pleasing.

Now, inhale deeply with your nose in the glass. What does it tell you? What kind of fruit do you smell? What kind of wood, if any? Does it smell crisp or clean? Does it burn the nasal cavity? These are all elements of bouquet that will clue you in on how well the wine is built, what it is made of, and what flavors to expect, in what detail.

That is all there is to it. What great fun!



In continuation, let's briefly discuss what specific sights and smells mean in relation to actual crafting of the wine.

First, some aspects of bouquet – when one smells caramel, butter, cream, or butterscotch, this is a strong indication that malolactic fermentation had been implemented. This is a secondary fermentation that takes place through a biochemical process, where malolactic acid is added to the wine. The acid tremendously speeds up the overall fermentation, thereby aging and softening the wine making it ready for consumption, usually within a year. Old World (European) winemakers frowned heavily on this process. So one could normally conclude that if any of these butter-type elements are present, it is not an Old World wine. A good indication of an Old World wine is the pleasant smell of woody earth or must, sweet mold, or mushroom – of course, integrated with ample fruit.

The aroma of smoke could possibly imply that the wine was aged in charred barrels. The presence of smoke coupled with nuances of cherry or strawberry are indicators associated with good Pinot Noir – especially if the color is within the lighter shades of ruby.

A slight nasal burn upon inhaling means high alcohol content, which means the grapes were from a cooler climate, or at least had a cooler-growing season.

Intense fruit, floral, or sweet spice aromas that are rich and deep usually indicate a superior wine, and normally support a New World wine.

If a wine appears brilliant, clear, or sparkling bright, this implies a lower pH concentration and a higher acid content, which makes it a great food wine.

When a wine is dull, hazy, cloudy, or has suspended particles in the liquid, this is usually a wine to stay away from; this indicates a bacterial ailment or spoilage due to oxidation. A sure “tell-tale” sign of a wine’s age is its color depth. White wines gain color with age. Red wines lose color with age.

Color tells you a lot about wine. Example:

Deep gold in a white wine means it’s older, it’s been aged in wood, or it’s a specific grape varietal. The same goes for red wine, only as stated previously, it will lose color with age.

Evidence of gas bubbles, unless the wine is Champagne, is bad. If it is Champagne, the finer the bubbles, the finer the Champagne. Also, there should be no color to the bubbles. When color is present in the bubbles, it is not mature Champagne.



All
ONE NEEDS
IS A NOSE,
PALATE, AND
TONGUE.”



FOOD PAIRING

"Food and wine is truly a marriage made in heaven, for there is no finer consummation of life."

- **Odysseus**, The Odyssey

One of today's most asked questions in almost any food and beverage establishments is, "What wine would you recommend with this dish?"

There is one basic rule – a simple secret to matching food with wine. It really does not matter the color of the wine, white or red. What matters is: What you personally prefer, what you actually like – plus this basic rule.

The richer the food, the richer the wine.

The softer the food, the softer the wine.

Now, take this golden rule and add it to your personal preferences. Drink what you like first and, secondly, consider your dining experience. You will need to know what sauces are being served. This is a big factor. Full wines for full sauces; lighter, crisper wines with softer sauces; wines with high acidity for heavy cream sauces.

MENU TIPS

Salads

Normally go well with light to medium dry whites with a decent acidity level, such as Muscadet, Soave, Pinot Gris, Sancerre, or a firm Champagne.

Fish and Shellfish

These always go well with drier white wines including brut Champagnes and sparkling wines. Muscadet and Sauvignon Blanc are fine choices. Pinot Noir or a light Merlot will go nicely if red is preferred.

Spicy Hot Foods

A good late harvest Riesling, Mosel, or Gewürztraminer would be appropriate. If extremely spicy, as some oriental or Spanish dishes are, do not drink wine. Drink beer or iced water; or if in the South, iced tea.

Smoked Dishes

You need a wine that has been aged in oak. Just remember oaked for smoked. A big Chardonnay would be appropriate.

“THE *richer* THE FOOD, THE RICHER THE WINE.”
“THE *softer* THE FOOD, THE SOFTER THE WINE.”

Strong Cheeses, Chinese Food, or Dessert

Best served with sweet wines. Smart choices would be Porto, Tokay, Barsacs, and Sauternes, Muscato, or Beaumes-de-Venise.

Pork, Poultry, and Veal

These meats are extremely flexible and may be paired with a wide range of diverse wines. Just follow the “Golden Rule” and be cognizant of the food preparation.

Pasta, Rice, and Egg Dishes

These go perfectly with a good Champagne, sparkling wine, or a full Chardonnay. The sparkling effervescence or the full-flavored character of the Chardonnay cuts the normally flat or bland flavor of the pure product nicely. If pasta has heavy or rich sauces or gravies – follow the golden rule.

Beef and Lamb

Of course, red wines are classic with these dishes – and if the meat is at least pink, it will bring out the characteristics of good red wines: full, rich Syrah, Zinfandel, Merlot, and most significantly Cabernet Sauvignon – just to name a few.

For those occasions when one is not exactly sure what to order – there follows a short list of very user friendly wines; that is to say wines that will match well with almost anything. The key here is that they are light to medium bodied, and they have ample fruit with good acidity. This combination lends harmonious balance of flavors and mouth feel between the food and wine.

- Sauvignon Blanc (Light bodied)
- Pinot Blanc
- Pinot Grigio
- Alsatian Riesling
- German Riesling (Kabinette or Spätlese)
- Champagne and Sparkling
- Pinto Noir
- Beaujolais
- Merlot (Light bodied)



THE BOTTOM LINE

Do not let “pushy external influences” dictate your taste. Follow the golden rule, and above all else, drink what you like!

QUESTIONS AND ANSWERS

WHAT IS A TANNIN?

Tannin is a natural substance (phenols) that comes from the skin, stems, and seeds of the grapes; also from the wooden barrels in which certain wines are aged. The longer the juice stays in contact with the *lees* (sediment of crushed grapes), the more tannin that is imparted to the wine. Without tannins, wine could not improve with age. It gives wine longevity and also acts as a preservative. A word commonly used to describe tannin is “astringent.” Tannin is not a taste. It is a feeling or sensation in your mouth.

WHAT IS ACIDITY?

All wines have a certain amount of acidity. There are basically two types, fixed and volatile. Fixed acidity is the natural fruit acids – citric, tartaric, malic and lactic – the “good acids.” Then there is volatile acidity which refers to the acetic and carbonic acid which in laymen’s terms would be the alkalinity – the “bad acid.” The good acids are made of positively charged hydrogen ions; whereas the bad acids are composed of negatively charged hydrogen ions. The two together are commonly called the active acidity. Finally there is the total acidity, which also means the pH balance – the total potential hydrogen ion concentration. Acid is essential for the life, vitality, and balance of the wine. Too high of acidity will make it sharp or tart, not enough will make it flat.

WHAT IS TERROIR?

Literally translated it means “soil,” but in the wine making industry, *terroir* refers to the vineyard’s COMPLETE growing environment, which includes altitude, climate, especially earth, and any other significant factors that affect the quality and character of the grapes, thereby continually lending specific, common elements to wines from the same region or appellations (place of origin).

WHAT IS THE MEANING OF CRU?

Literally means “growth.” Under the French law of Appellation Contrôlée, a cru is a specific vineyard – and the wine that it produces that has been classified according to its quality. An officially classified wine is Cru Classé and a non-classified wine is a Cru Bourgeois.

ARE ALL WINES MEANT TO BE AGED?

Absolutely not! It is a common mistake that all wines improve with age. 98% of all wines produced in the world today are meant to be consumed within one to two years – and only 2% are meant to be aged for more than 10 years. But it is also a fact that, with today’s scientific vinification techniques, most *premium* wines that are well-crafted will age for 10 years, with the best of Chardonnays included.

WHAT IS THE DIFFERENCE BETWEEN AROMA AND BOUQUET?

In many wine arenas the two words are somewhat interchangeable. But technically speaking, aroma refers to just the smell of the grapes, while bouquet refers to the total smell of the wine itself.

WHAT DOES THE TERM "CONTAINS SULFITES" ON A WINE LABEL MEAN?

Sulfur is a nonmetallic element widely used in many stages of wine production. It is also used combined with oxygen, SO₂, and sulfur-oxide to form an anti-oxidant with aseptic qualities. In its powdered or elemental form it is dusted on the vines during summer to prevent disease. In its SO₂ form, it is an indispensable compound used to sterilize casks and prevent re-fermentation so as to retain residual sugar in the wine and kill off harmful yeast bacteria.

DOES "RESERVE" DESIGNATION ON WINE LABEL INDICATE SUPERIORITY?

This is a tricky one. Simply answered – yes, normally. Since American wines, at this point, have no laws governing this designation, one must be careful. Big name wineries are usually good about this designation and in their case "reserve" usually means the best grapes from the lot, but not always. In Italy, for example, *Reserva* as they say, just means the wine has been aged a minimum of 27 months.

WHAT IS A NÉGOCIANT?

Literally means merchant, shipper, or trader. In the wine trade, a *Négociant* is usually a buyer who purchases wines from an estate and sells them under his own name or label. At times, he may blend them with other wines. He may also buy the wines in the cask, then age and bottle them himself. The word *élevage* is quite often used in reference to a *Négociant*. He handles and stores the wine, which is what the term denotes. Bad *élevage* can have detrimental effects on the wine.

WHAT IS THE DIFFERENCE BETWEEN AMERICAN OAK AND FRENCH OAK?

The major differences between American and French Oak are the way that they are grown and processed. American Oak grows more quickly than French Oak and has a larger grain, which does have some influence. French Oak is dried longer in the open air which pulls out many of the volatile aromatics. It is then split, while American Oak is kiln-dried and then sawed. Splitting the wood ruptures the grain causing the wine to be exposed to more elements of the wood – while sawing and "oven" drying has the opposite effect. American Oak has an intrinsic quality that imparts a vanilla, dill, or coconut essence to the wine and because of its kiln-drying may have a smoky-toasty aroma or flavor. In fact, vintners may order American Oak light, medium, or heavy charred. French Oak is considered by most experts to be the finer of the two Oaks.

Many American fine wines use French Oak which leans more toward a purer wood or cedar essence.

WHAT IS MEANT BY ORGANICALLY GROWN WINE?

Contrary to popular belief it does not mean that it contains no sulfites. Organic wines do contain sulfites, although it is kept to a minimum. What it does mean is that the winemaking techniques and growing of the grapes are environmentally sensitive. There are no pesticides, herbicides, or chemicals used; and only certain types of fertilizer, reduced water consumption, and eco-friendly drainage systems are used.

HOW IS WINE FILTERED?

The process of clarifying or filtering wine is normally achieved by passing the liquid through several layers of varying degrees of coarsely porous material. It is strained by pumping the wine through these media at high pressure. This is done to remove sediment, left over yeast cells, bacteria, and other undesirable materials.

WHAT DOES IT MEAN WHEN A WINE IS "CORKED"?

This term denotes a type of penicillin infection inside the cork that gives the wine a very, unpleasant dank, musty character. TCA (trichloroanisole) and TCN (tetrachloronosis) are two of the main strains responsible for corked wines. The tainted wines are not poisonous by any means and they won't actually hurt you, but one should not drink them, as they do not taste very good.

WHAT IS THE PROPER TEMPERATURE FOR SERVING WINE?

One thing to remember, wine should not be served ice cold.

- White Wine: 55 to 60 degrees
- Champagne and Sparkling: 45 degrees (serve well chilled)
- Red Wine: 60 to 65 degrees
- Beaujolais or Pinot Noir: 55 to 65 degrees (depending on personal preference)

HOW DOES WINE CONSUMPTION BENEFIT HEALTH?

Drinking wine in moderation has a strong tendency in most adults to flush out the cholesterol and fatty substances. The powerful anti-oxidant properties contained in the skins and seeds of grapes convert the LDL (low density lipoproteins) or the "bad cholesterol" into HDL (high density lipoproteins) or the "good cholesterol." HDL cholesterol can easily and readily be flushed from the system. The anti-oxidant properties known as polyphenols, along with the actual alcohol in the wine not only flush out toxins, but they break up and dissolve fatty substance. They also act as an anti-coagulant that helps reduce blood clots, thus decreasing the chance of stroke by 50% over that of people who do not drink wine. Also recent medical studies have shown very strong evidence that moderate wine consumption by women helps prevent osteoporosis.



"Smell IS WITHOUT A DOUBT
THE SINGLE MOST IMPORTANT
ASPECT OF TASTING WINE."

WINE TERMINOLOGY & DEFINITIONS

AROMA

Usually refers to the smell of the grapes whereas bouquet refers to the smell of the wine.

AROMATIC WINES

These are wines that have been fortified or flavored by the addition of aromatic substances such as plant extracts. The most famous being *Vermouth*, which is flavored with wormwood. *Retsina* is another famous aromatic wine from Greece, having been flavored with pine-resin.

BRIX

Term meaning sugar content.

BOTRYTIS CINEREA

The technical term for the “Noble Rot.” Botrytis is a type of fungus or mold that attacks the grape clusters. It occurs naturally the world over under the right conditions. But there are some areas such as Sauternes, Barsac, and Tokay that have ideal conditions and are conducive to Botrytis year after year. This fungus does not kill the grape but rather shrivels it by sucking the water out, leaving only a thick concentrated juice, high in sugar and extracts. This juice after vinification yields a luscious, highly prized dessert or sweet wine.

CAVA

Spanish term for sparkling wine. Cava is made by bottle fermentation in the original champagne process.

CHAPTALIZATION

The adding of sugar to fresh grape juice for the purpose of elevating the wine’s alcohol potential during fermentation. In some cases, chaptalization may be practiced for the purpose of raising the sweetness level after or toward the end of fermentation.

CHATEAU

In French, literally translated means “castle” or “mansion.”

CLARET

This is a British term basically referring to red Bordeaux. It is seldom used these days, but has come to mean a light to medium bodied red wine in the Bordeaux style.

CLASSICO

A term used in Italy, mainly Tuscany, that denotes wines produced in a historic or “Classic” area. Usually it is a small area at the center of a D.O.C. *Denominazione Di Origine Controllata* (government controlled place of origin).

ESTATE BOTTLED

Designates that the wine was produced on the same property on which the grapes were grown. Usually indicates a superior wine.

FERMENTATION

The biochemical reaction in which the yeast enzyme, ZYMASE, converts sugar molecules into equal parts of ethyl alcohol and carbon-dioxide.

FINING

The clarification of fresh grape juice by the addition of agents such as egg whites, ox blood, or nylon powder. May also be performed prior to bottling. It is an older form of the filtration process for the intent of removing *negatively charged* suspended particles.

LEACHING

Usually refers to the deliberate removal of a specific element of the wine; in most cases, the tannin.

LEES

Sediment of crushed grapes.

MACERATION

A term normally applied to the length of time when the fermenting grape juice is in contact with its skins.

MACERATION CARBONIQUE

Fermentation process where whole, uncrushed grapes are put into sealed vats. Grapes will eventually explode filling the vat with carbon-dioxide, where initial fermentation will take place under the pressure of the released gas. Chiefly a process implemented for Beaujolais.

MADERIZED

Comes from the process in which the Spanish wine, Madeira is made. When used in referring to normal table wines, it implies fault, where as the wine has been exposed to too much heat or sunlight, usually in storage, rendering a cooked taste.

MALOLACTIC FERMENTATION

It is a secondary fermentation process where the bacteria, LACTOBACILLUS, are added to wine thus converting the “hard” malic acid into “soft” lactic acid. This biochemical process ages and softens the wines rendering it ready for consumption.

MUST

Basically a term designating fresh grape juice not yet fermented.

PHENOLS

Organic compounds that are found in the grape skins, seeds, stems, stalks, and woods casks; commonly called tannins or anthocyanins.

RACKING

A filtration process for the purpose of separating a wine from its lees (sediment). Wine is drained slowly from one container into another, leaving sediment behind.

SUR LIE

Describes a wine aging process where fermented juice is allowed to remain in contact with the lees (sediment) thereby adding higher complexity to the wine. It does, however, increase the potential for a bacterial infection.

ULLAGE

A term for the air space in a cask or bottle of wine. Too much air space can cause oxidation (spoilage) or acescence (vinegar). So casks are consistently "topped off" for spoilage prevention. After a bottle of wine is purchased, if high ullage is observed, it is usually a strong sign that it is no longer drinkable.

VINTAGE

Refers to the year the grapes were harvested. Every bottle regardless of size must have at least 85% of that particular year's harvest to put that year on the bottle.

WEINGUT

German for "wine estate" a specific winery and its cellars and vineyards.



WINE SERVICE

There are no secrets for serving wine. Basically, all one needs is good corkscrew, a clean, odor-free glass and a working knowledge of the proper techniques and sequence of actual service. The biggest factor for performing correct wine service is overcoming the fear of performing correct wine service.

The major mistakes most Americans, as well as most restaurants, make are:

- Serving white wines entirely too cold. The colder something is consumed, the less you actually taste of it.
- Not giving the proper attention to the glass into which the wine is poured. The glass should be polished clean, and be the right size and shape. When pouring, the glass should be no more than half full. If it comes from the bar by the glass – sure! Fill it up. Give the customer his money's worth. But from the bottle only a good splash at a time. These particulars can do much for the positive, initial impact of a wine displaying its subtle aromas and nuances.

Many people tend to think that a wine should be allowed to “breathe” well in advance of consuming it. That’s debatable. Some say yes, some say no, but there are definitely some wines which have been noticed to taste finer after it has aerated a touch. But in many cases you will miss the “life of the wine.” That is to say, the changing focus of the wine as you drink it from immediately opening to the very end of the bottle. It all boils down to your preference.

PROPER STEPS OF WINE SERVICE

1. Take the order.
2. Return with the bottle of wine, appropriate number of CLEAN glasses and a wine bucket with ice (if white wine is being served). Place the bucket to the right of the person who ordered the wine.
3. Place the wine glasses down first, from the right.
4. Present the bottle to the person who ordered the wine, label facing them. The steward/server should then say the name of the wine, the vintage, and the appellation (place of origin) “Mr. Smith, this is the Kenwood Cabernet Sauvignon, 2001, Napa Valley.” Note: point to the specifics on the label.
5. Upon agreement, proceed to open. Using a wine knife, cut the foil approximately 1/8” below the mouth of the bottle (there are some schools of thought that will say cut it lower). Remove the foil and place in your pocket, not on the table or in the bucket stand.
6. Wine should be opened in mid-air. Not on the table, wedged under the arm, or jammed into the stomach or thigh.
7. Wipe the residue from the lip of the bottle if needed.
8. Pour a single mouthful for approval.

9. Upon approval, proceed to pour half a glass for each person at the table. Ladies first, men second, and the person who ordered the wine, last.
10. Keep glasses half full. Never allow customers to pour their own wine. Offer 2nd bottle when empty.

CHAPTER 8

WINE LIST ENGINEERING

In today's competitive Food & Beverage market, a great wine list is essential for sales, marketing, overall customer satisfaction, and, most importantly, profit. Most managers do not comprehend the elements that are required to engineer a wine list that is creative and comparable to an establishment's food, customer base, and service style. Here then, are considerations for creating a great wine list.

GEOGRAPHIC / DEMOGRAPHIC

- Market Research and Availability
- Culture and Location of Facility
- Customer Base / Appeal of Specific Brand Names
- Local Competition

One must ascertain exactly what products are available in your area and match that to the culture of your club – based on demographics, benchmarks, and trends of the local vicinity.

MENU

- Style of Cuisine – Italian, International, Infusion, Etc.
- Menu Prices

It is imperative that your wines are comparable to your food and pricing structure. If your menu has no entrees over 20 dollars, you probably will not need a 100 dollar wine.



“THERE ARE NO
secrets
FOR SERVING WINE.”

MENU, CLIENTELE, LOCATION

- Storage
- Budget Constraints

The size/number of bottles on your list should not exceed the capacity of your seating, facilities, storage, or financial constraints.

WINE LIST DESIGN / LAYOUT

- Sequence / Categories
- Descriptions
- Packaging – Jacket, paper, fonts, graphics, heading, eye appeal

How exactly do you perceive your wine list to appear – color scheme, order of listings, presentation, and wording? This is crucial for user friendliness. Many sales are lost because of lists not being formatted in a way that the consumer can easily locate preferences.

PROMOTIONS / MARKETING

- Wines by the Glass
- Wine Seminars and Tasting
- Prix Fixe Dinners with Wine Included
- Wine Dinners

COMMITTEE

- Blind tasting by a selected panel

Managers may opt to select items such as house wines and possibly a few specialty items by blind tasting. However, do not let panels, committees, or vendors dictate too many selections as it would definitely become a conflict of interest, and in the long run become more trouble than it is worth.



PRICING YOUR WINE LIST

What cost percentage does your budget require? What profit margin do you hope to attain? Percentages are helpful tools in business, but cash flow makes business happen, which means how many dollars do you deposit in the bank through your profit margin?

Straight Percentage Mark-Up (33% standard)

Declining Mark-Up with Overall Cost Percentage

Cost	Markup	List Price	PM	Cost percentage
\$6	x 3	\$18	\$12	33%
\$15	x 3	\$45	\$30	33%

Declining Mark-up with Overall Cost Percentage

Cost	Markup	List Price	PM	Cost Percentage
\$6	x 3.6	\$22	\$16	27%
\$10	x 3.0	\$30	\$20	33%
\$15	x 2.3	\$35	\$20	42%
\$25	x 2.0	\$50	\$25	50%
Overall:				38%

TOP TEN LIST OF CONSUMER PET PEEVES ABOUT WINE LIST

1. Wine list is overpriced
2. List is too long
3. Too many items out of stock
4. Wine list is not very useful in trying to select a wine
5. Service staff are not very helpful in assisting with wine selection
6. Organization of the wine list is not user friendly
7. Wine list doesn't offer any clues to matching food and wine
8. The wine list is boring
9. No half bottles offered or decent wines by the glass
10. No vintage listed



GLOBAL APPELLATIONS

The term “appellation” refers to place of origin. For wine this has special meaning. It designates a wine’s place in the world. And believe it or not, most of these “places” command certain grape varietal characteristics that are intrinsically common to that particular vicinity, because of the total growing environment (Terroir).

Many appellations have an almost magical air or mystique about them – especially when vintage after vintage the wines are of exceptional quality.

Every country, to varying degrees, has some form of appellation laws governing their wine’s origin designations. Let’s review a few of these.

THE UNITED STATES – AVA (APPROVED VITICULTURE AREAS)

At present there are over 140 AVA’s across the United States. An AVA is a government- recognized place. In other words, an area set apart as a specific growing area like Napa Valley or Atlas Peak.

An appellation is a geopolitical boundary such as a state or country, i.e., California, Napa County, or Sonoma Coast.

As of 2002 the agency that designates and regulates all U.S. wine laws is the T.T.B., Tax and Trade Bureau. Before 2002 it was the B.A.T.F., Bureau of Alcohol, Tobacco and Firearms.

Every state in the country produces wine and has numerous designated AVA’s, but the four major states are New York, Washington, Oregon, and, of course, California.



California is the showcase for American wines. It is a National Treasure. California is the Royal Queen of the global viticulture and winemaking kingdom. Hear this well. On the chess board as in the wine world, the queen has decidedly more power, diversity, and freedom of movement than the king (which would be Old World winemaking –specifically France). This is so for one solid reason. The heart and desire of New World innovation is hardcore science and technology. This foundation of viticulture is a profound catalyst of continual consistency, which is one element Old World winemaking does not have. Old World will reflect Mother Nature only. Is this a better way? Maybe; but it is a harder precept to follow. It is a very restrictive school of winemaking.

Year after year American wines show more vintage consistency which usually endows vintage supremacy. This makes American wines more marketable, profitable, ready to drink, and cellar-worthy, if so desired. What more can you ask?

New York: 3 major regions	Oregon: 3 major regions
Finger lakes Hudson Valley Long Island	Willamette Rogue Umpqua
Washington: 3 major regions	California: 7 major regions
Columbia Valley Yakima Walla Walla	Mendocino County Sonoma County North Coast Central Coast Central Valley Southern Coast

Each state's major regions are broken down into numerous, smaller districts. For example, Napa County is divided into:

- Atlas Peak
- Carneros
- Howell Mountain
- Mt. Veeder
- Napa Valley
- Oakville
- Rutherford
- St. Helena
- Spring Mountain
- Stags Leap
- Wild Horse

FRANCE – AOC (APPELLATIONS D'ORIGINE CONTRÔLÉE)

French wines are usually regarded as the finest in the world. Many New World winemakers in Australia and California share this belief. While they do not try to copy France's wine, they do pattern after them or benchmark them. For a while much of the New World Wines were powerful, fruit-driven wines with a ton of malolactic fermentation. But as of late, New World winemaking is getting back to more traditional vinification techniques. The major difference at this point is that New World wines will still have heavy shades of science and technology put into the mix, whereas Old World, specifically France, it is all Mother Nature.

France has 8 major regions:

- Champagne
- Alsace
- Rhône
- Loire Valley
- Bordeaux
- Languedoc / Roussillon
- Provence
- Burgundy

As in the US, each region is broken down into areas and each area is broken down into districts.

Bordeaux for Example:

- Blaye & Bourg
- Médoc
- Pomerol
- Graves
- St. Émilion
- Sauternes
- Barsac
- Pessac-Léognan
- Entre-Deux-Meres



Médoc for Example:

- Pauillac
- St. Julian
- Margeaux
- Lustrac
- Moulis
- St. Estéphe

French AOC wine laws are exact regarding which grape varietals may be grown in what appellation.

GERMANY – B.A. (BESTIMMTES ANBAUGEBIET)

When referring to B.A., most people just say German Wine Law. The simple fact is that not many can correctly pronounce B.A., which means “designated region under cultivation.”



German Riesling is without a doubt the finest Riesling on the planet. No other wine has such pure varietal flavor with perfectly matched acidity. The intensity and finesse that German Riesling displays is unparalleled.

German wines are graded by the natural brix (sugar) content. The higher the brix, the higher grade of the wine; so naturally the greatest of German wines are also the sweetest. Much of the world has a misguided outlook on German wines because of the sweetness level. But for freshness, harmony, balance, and finesse, German wines are extraordinary.

Germany has 13 wine regions, all bunched together on the westernmost side of the country along the Rhine and Mosel Rivers. But there are 4 major regions with which we are concerned.

- Mosel-Saar-Ruwer
- RheinPfalz (today know just as Pfalz)
- Rheinhessen
- Rheingau

Germany is not noted for red wines, although they do produce them. Riesling, Silvaner, and Müller-Thurgau (hybrid of Riesling & Silvaner), which are all white, are Germany's major grape varieties.

SOUTH AFRICA – K.W.V. (KOOPERATIEWE WIJNBOUWERS VERENIGING)

South Africa has been producing excellent quality wines for over 300 years. Some of them are actually world class, especially their Syrah and Sauvignon Blanc. It's not been until recently however, basically due to political factors, that the rest of the world has accepted South African wines into the mainstream.

The Cape region, which is about a 100-mile sweep surrounding the city of Cape Town is all one major wine producing area. This area is broken into 13 districts. But there are 3 major districts with which we shall concern ourselves.

- Paarl
- Stellenbosch
- Constantia



AUSTRALIA

Australia as a wine producing nation is definitely classified as a "Big-Boy," alongside of France, Italy, and the United States. Its primary regions are located in all of the coastal areas surrounding the southern part of the country. On the map, it forms a semi-circle around the lower half of the continent.

Australia has 4 major growing regions:

- New South Wales
- South Australia
- Victoria & Tasmania
- West Australia

Each region is broken into districts – For example, South Australia is divided into:

- Adelaide
- Barossa Valley
- Clare Valley
- Coonawarra
- Eden Valley
- McLaren Vale
- Padthaway

Australia is world renowned for its Shiraz (Syrah). They also produce stunning Cabernet, Chardonnay, and desert wines, affectionately known as “stickies.”

NEW ZEALAND – C.O. (CERTIFIED ORIGIN)

New Zealand is composed of 2 islands – North and South. Each island is broken into wine zones, all of which are located on the eastern coastlines of the country.

North Island

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Hawkes Bay
- Wellington
- Gisborne

South Island

- Nelson
- Marlborough
- Canterbury
- Waipara



New Zealand produces most of the major grape varieties. Their Chardonnay and Cabernet are stellar. Riesling is up-and-coming; but New Zealand's claim to fame is that they have become an absolute Mecca for Sauvignon Blanc.

ITALY – DOCG (DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA)

Italy produces outstanding world-class wines. The industry is alive, healthy, and flourishing considering its enormous overall production. Italy makes over one quarter of the world's total wine. Despite nearly 4 millennium of winemaking history, the Italians are in a constant state of turmoil. They seem to have no complete focus on it. Italy has more indigenous and obscure grape varieties than any other country in the world (and they use them all), but consumers do not readily understand them.

One major item that causes an extremely confusing picture is the fact that the scores of grape varieties, the boundaries of provinces, the village designations and all the regional zones referring to specific appellations overlap and merge together, painting a very confusing canvas.



Another item causing much confusion is that in total, Italy actually has 4 appellation law designations. The one listed in the heading being the foremost and the best. DOC (*Denominazione di Origine Controllata*) – great wine but not the best. IGT (*Indicazioni Geografiche Tipiche*) – instituted for non-traditional varietal blends that would interest the New World wine consumers, specifically Americans, and could not claim specific appellation status. And finally, VdT (*vini da tavola*) – which is table wine that claims no official status being local boutique wines, being the other three appellation law designations.

Italy is broken down into 5 large geographical regions.

- Northwest Italy
- Northeast Italy
- West-Central Italy
- East-Central Italy
- Southern Italy and the Islands

Each region is divided into smaller name-place districts.

Northwest Italy for example:

- Piemonte
- Lombardy
- Liguria
- Vall d'Aosta

PORTUGAL – DOC (DEMONINACAO DE ORIGEM CONTROLLADA)

Portugal has extraordinarily improved the quality of their wines in the past 10 years. They have created world-wide excitement and anxious expectations over newly released vintages.

Major Wine Regions of Portugal:

- Minho
- Douro
- Bairrado
- Dao
- Colans
- Buelas
- Madeira



The most famous being the two northern areas of Douro and Minho which produce the celebrated Port and Vinho Verde. Madeira, an island about 350 miles west of Morocco, is also famous and produces the only wine in the world to be baked in an oven.

A Little about Port

Port is a world renowned sweet dessert wine; specifically a product of Portugal named for the city of Oporto.

Port is a fortified wine. But it is not fortified with classic brandy as many people think, but with *aguardente*, a flavorless grape distilled spirit. At a precise time during the fermentation process, the wine is drained off into large vats and the *aguardente* is added. The high proof alcohol will arrest the fermentation leaving a considerable amount of residual sugar and a very high alcohol content of 20% or more.

The two major types of Port are Ruby and Tawny.

Ruby Port is your basic, very good Port. It is aged 2-3 years before bottling. It has a deep, dark ruby color. Vintage Ruby Port would be the best.

Tawny Port implies a superior wine that has been barrel aged for a long period of time, usually at least 10 years, to the point where it has lost some of its color. As the wine ages, its rich ruby color lightens to a dark amber, brick color, so that much of its ruby sweetness changes into a very complex, yet delicate flavor displaying nice nutty nuances. Vintage Tawny Ports are the best money can buy.

Either Ruby or Tawny Port may be classified as a Wood Port or Vintage Port.

Wood Port is just that—a Port that has been aged in wood, which is usual for most all Ports.

Vintage Port is a Port that in specific years has been declared top of the line by the Institute do Vinho do Porto.

SPAIN – DO (DENOMINACION DE ORIGEN)

As of the last two decades, Spain has made a solid global impact in the upper echelons wines circles. Until the late 1980s Spanish wine was considered mediocre at best, and this was just their biggest name wineries. Today, however, they are considered producers of many world class wines. Top name Riojas and Sherries are highly prized and sought after.

The two main grapes for Rioja are Tempranillo and Garnacha, while the two main grapes for Sherry production are Palomino and Pedro Ximenez.

A little about Rioja

To understand Rioja wines there are three basic levels, each increasing in quality and expense.

1. **Crianza** – a wine that has been aged for 2 years with a minimum of 1 full year of oak barrel aging.
2. **Reserva** – in good years all the best wines of a specific region are sold as Reserva. These wines are aged for a minimum of 3 years also with 1 full year oak barrel aging.
3. **Gran Reserva** – wines from only the very best vintage years. It is not made every year. These wines are aged 5 to 7 years with a minimum of 2 full years in oak barrels.

A little about Sherry

Fine Sherry is made by first drying the harvested grapes in the sun for a period of time. Palomino grapes are dried for about 24 hours, while Pedro Ximenez grapes are dried for an average of two weeks. This “sunning” process’ primary purpose is to increase the brix (sugar) content while reducing the water, tannins, and malic acid. After crushing, this concentrated juice is placed in oak barrels, but filled only half way. This will promote the formation of *Flor*.

Flor is a strain of yeast that forms a type of grey-white film that floats on the wine’s surface. The formation of *Flor* and in what strength or degree it manifests itself will determine what grade and style of Sherry is produced. The effect on the wine from *Flor* introduction is that much of the volatile acids and undesirables are absorbed.

CHILE – VR (VITICULTURE REGION)

Chile is definitely the wine mecca of South America. Although Argentina is a close second and produces great Malbec and Chardonnay, it is Chile that has taken the forefront with vinification, exporting, and greater varietal plantings.

Chile probably has the best value wines in the world as far as quality vs. price. In the past 15 years Chilean wines have progressed through a major renaissance, much as Australia did in the 80’s and early 90’s. To Chile’s credit they are putting a healthy percentage of their profits back into the industry, thus propagating even higher standards of grape growing and vinification.

Much like many of the major wine producing nations, Chile is broken into large regions, and each region is broken into smaller districts. At this point, Chilean Appellation Laws are little screwy as to how the regions are separated, so we will use the easiest. They are the Northern Region, The Central Valley Region, and the Southern Region.

The Central Valley Region is where most of the Chile’s best wines come from; and the major districts therein are:

- Aconcagua Valley
- Casablanca Valley
- Maipo Valley
- Curico Valley
- Rapel Valley
- Maule Valley

BEST BUYS

To the right is a short list of smart value wines, with a price range \$7.00 to \$15.00 wholesale. These wines are all very good and, in a few cases, excellent. Some would make fine house pours, others very good lower tier selections for the wine list. These wines are all consistently rated in the mid 80's to the lower 90's out of the 100 point scale. This based on a 5-year average collated from Wine Spectator, Wine Enthusiast, The Wine Report, The Wine Advocate, The Tanzer Report, and finally personal knowledge from tasting of each. These wineries have proved consistent vintage track records through the years.



“Wine
**IS UNDOUBTEDLY ONE OF
THE FINEST PLEASURES
ON THE PLANET.”**

SMART VALUE WINE LIST

Domestic	Imported
Beaulieu Vineyards Coastal	Rosemount (Australia)
Buena Vista	Lindemans (Australia)
Bogle	Tyrells (Australia)
Chateau St. Jean	Hardys (Australia)
Chateau Souverain	Wishing Tree (Australia)
Gallo of Sonoma	McWilliams-Hanwood (Australia)
Geyser Peak	Penfolds Rawsons Retreat (Australia)
Cline	Dallas Conti (Chile)
Castle Rock	Los Vascos (Chile)
Jewel	Casa Lapostolle (Chile)
Meridian	Concha y Toro (Chile)
Napa Ridge	MontGras (Chile)
Ravenswood	Luis Felipe (Chile)
Rosenblum	Fortant de France (France)
J. Lohr	Michel Lynch (France)
Kendal Jackson Vintners	Lavieille Fern (France)
Pepperwood Grove	Hugel (France)
Fess Parker	Chateau Greysac (France)
Sebastiani	George Duboeuf (France)
EOS	Valentin Bianchi (Argentina)
Guenoc	Catena Alta (Argentina)
McManis	Bodegas Montecillo (Spain)
Columbia Crest	Torres (Spain)
Chateau St. Michelle	Marques de Riscal (Spain)
Covey Run	Straccali (Italy)
Napa Ridge	Monte Antico (Italy)
Atlas Peak	Lungarotti (Italy)
Kenwood	Corvo (Italy)
Hogue Cellars	Cavit (Italy)
Benzinger	Bigi (Italy)
Matanzas Creek	Kim Crawford (New Zealand)
Lockwood	Brancott (New Zealand)





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