

# Wine Education

## *Trainning Staff & Industry Trends*

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# Overview

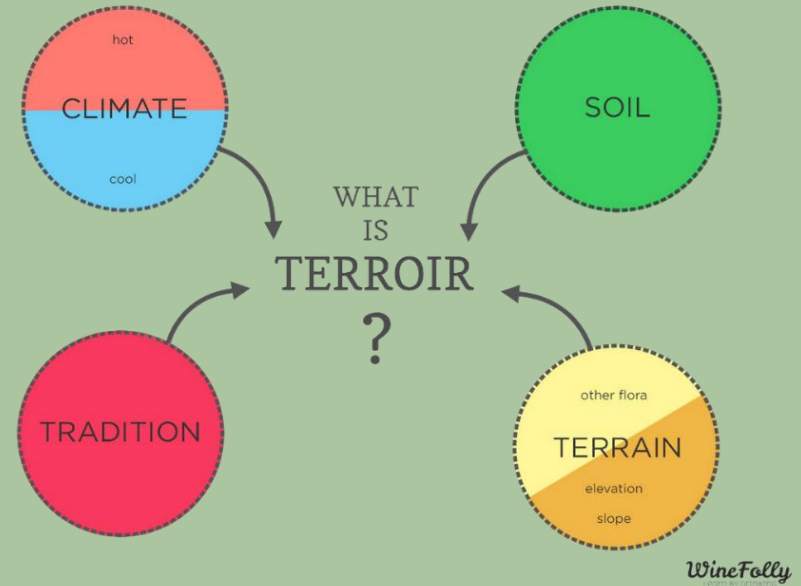
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- Fundamentals for Training Staff in Wine
- Breaking Down Wine for Beginners
- Currents Trends in the Wine Industry
- Resources for Wine Beginners

# What is Terroir?

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- Terroir gives wine its “Sense of Place”
- Terroir encompasses all of the factors that go into producing wine grapes in a vineyard



# How to Taste Wine

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## The 5 S's

1. See
2. Swirl
3. Smell
4. Sip
5. Savor / Swallow / Spit



# Characteristics in Wine

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## How to Evaluate Characteristics in Wine

- Sweetness
- Acidity
- Tannins
- Alcohol Level
- Body



# Wine #1: Château De Mauny Crémant de Loire Brut NV

Region: Loire valley, France

Grapes: Chenin Blanc, Chardonnay

Food Pairing Suggestion: Tuna Crudo or

Oyster on the half shell



# Old World vs. New World

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## Old World Countries

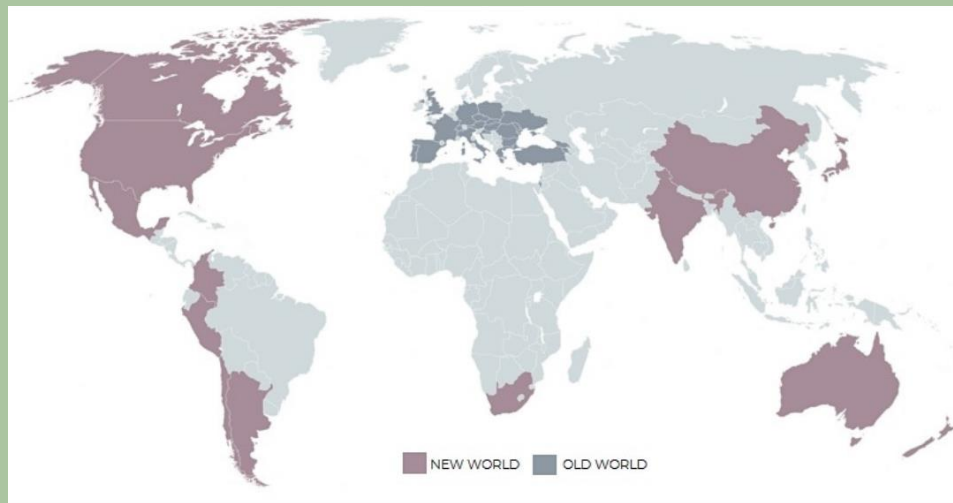
- lighter body, lower alcohol, higher acidity, less fruity flavor with more minerality

## New World Countries & Characteristics

- fuller body, high alcohol, lower acidity, pronounced fruit flavors

## Ancient World Countries

- Where *Vitis vinifera* originated in far-Eastern Europe
- Turkey, Lebanon, Georgie, Greece, etc



# Wine #2: Portal da Calçada Vinho Verde Reserva 2022

Region: Vinho Verde, Portugal

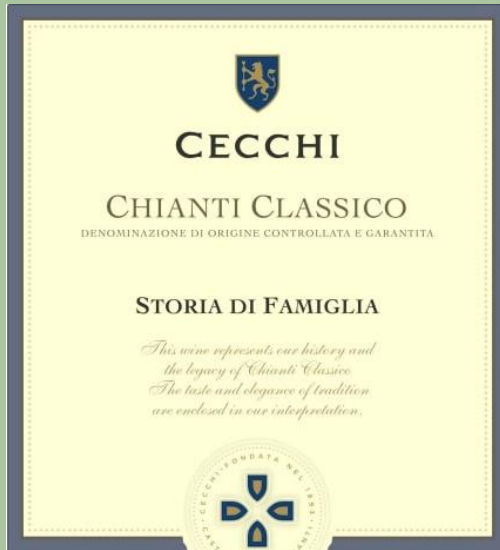
Grapes: Azal, Alvarinho, Arinto, Loureiro, Trajadura

Pairing Suggestion: Spicy fried chicken & waffle

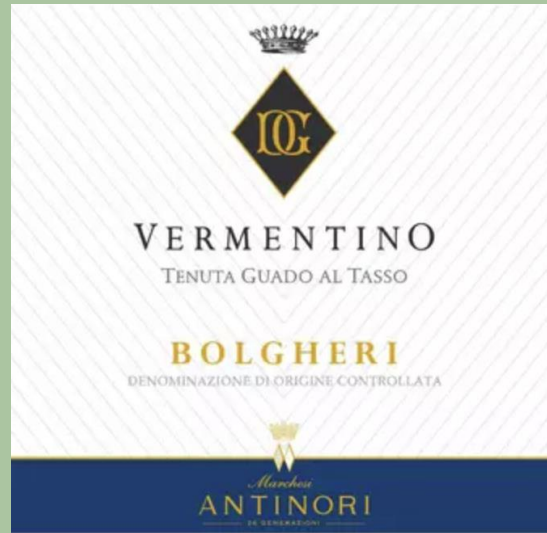


# How to Read A Wine Label

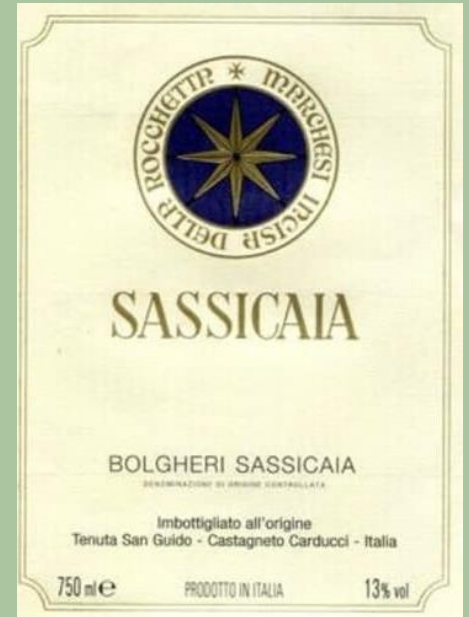
Three Main Ways:



By Region



By Grape



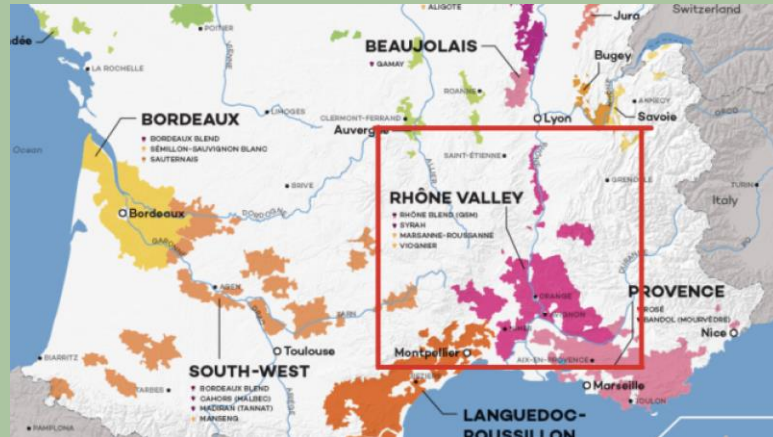
By Name

# Wine #3: François Xavier Lambert, Côtes du Rhône Rouge 2021

Region: Côtes du Rhône, France

Grapes: Grenache, Syrah

Pairing Suggestion: Duck and Chevre Crostini



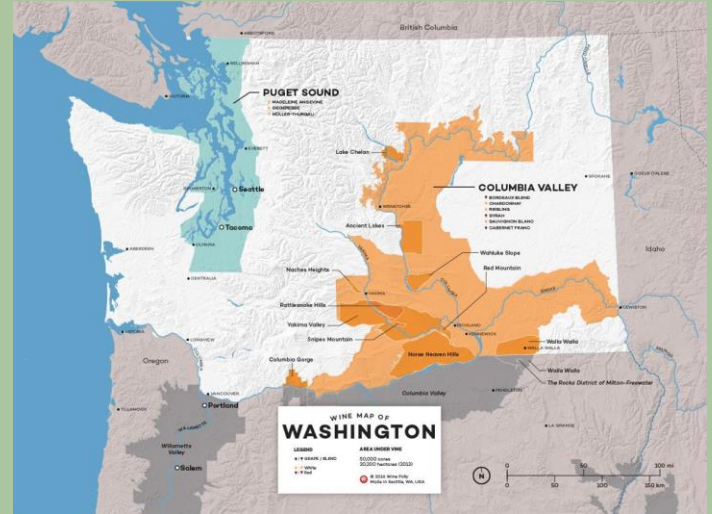
# Wine #4: Secret Squirrel Rhône Blend 2017

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Region: Columbia Valley, Washington, USA

Grapes: Mourvèdre, Syrah, Grenache, Cinsault

Pairing Suggestion: Ham and Cheese Croquette



# Food & Wine Pairing Basics

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The wine should be more **acidic** than the food.

The wine should be **sweeter** than the food.

The wine should have the same flavor **intensity** as the food.

**Bitter** wines (e.g. red wines) are best balanced with **fat**.

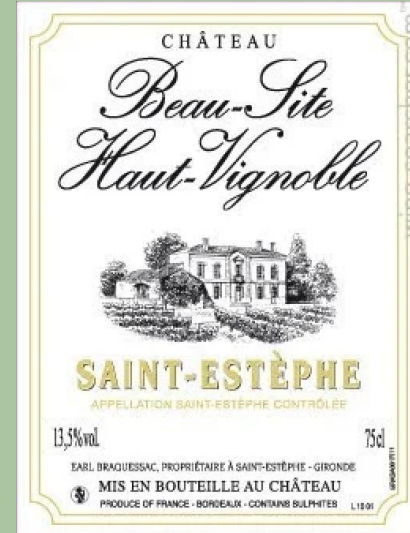
Most times, it is better to match the wine with the **sauce** than with the protein.

# Wine #5: Château Beau Site Haut Vignoble 2018

Region: Saint-Estèphe, Bordeaux, France

Grapes: Cabernet Sauvignon, Merlot, Petit Verdot, Cabernet Franc

Pairing Suggestion: Sausage stuffed mushrooms

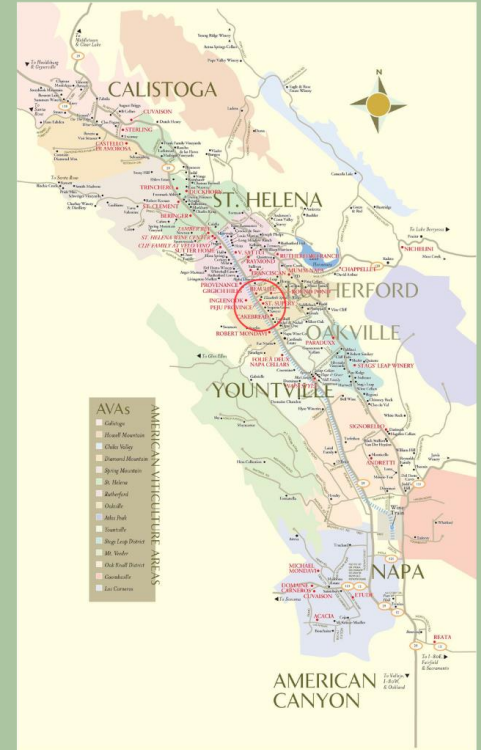
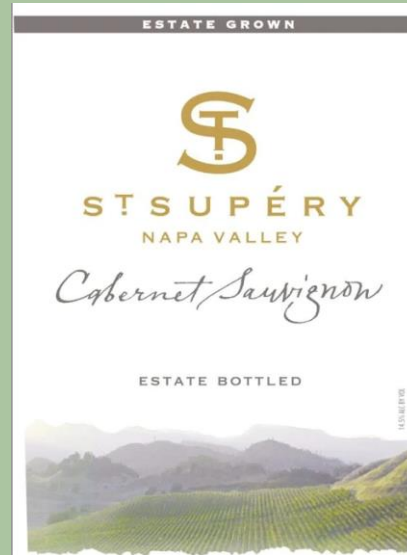


# Wine #6: St. Supéry Cabernet Sauvignon 2019

Region: Napa Valley, California, USA

Grapes: Cabernet Sauvignon

Pairing Suggestion: Bacon-wrapped blue cheese stuffed dates



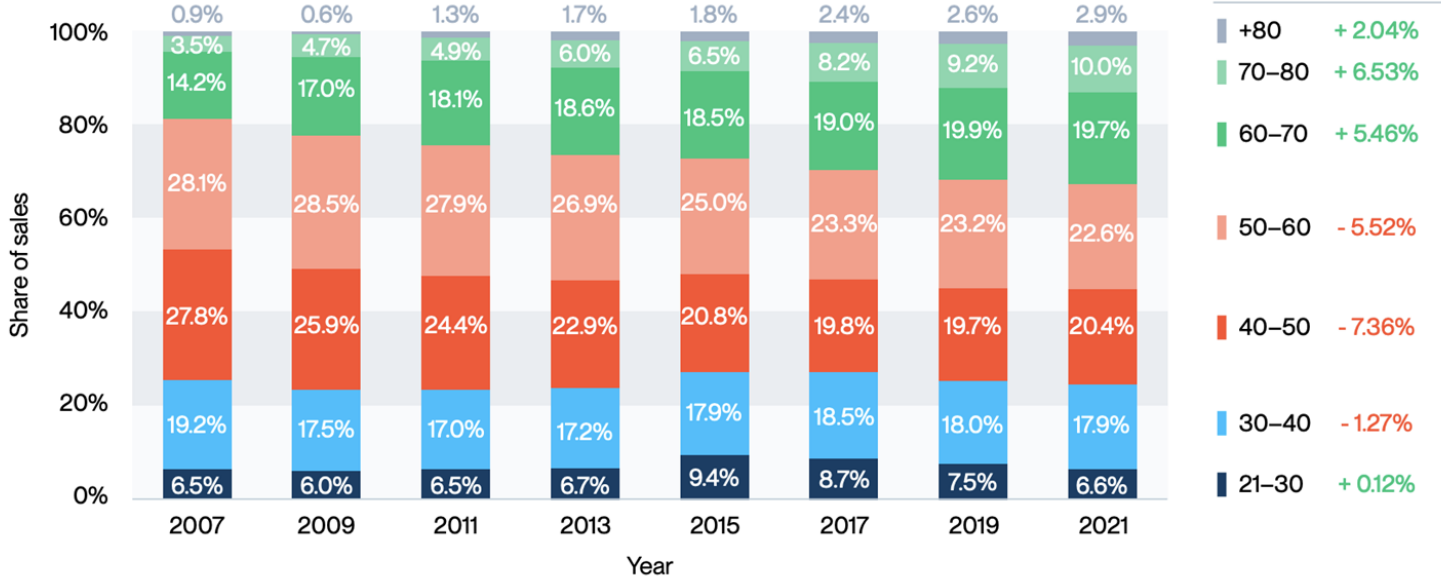
# Trends in the Wine Industry

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Less young people drinking wine

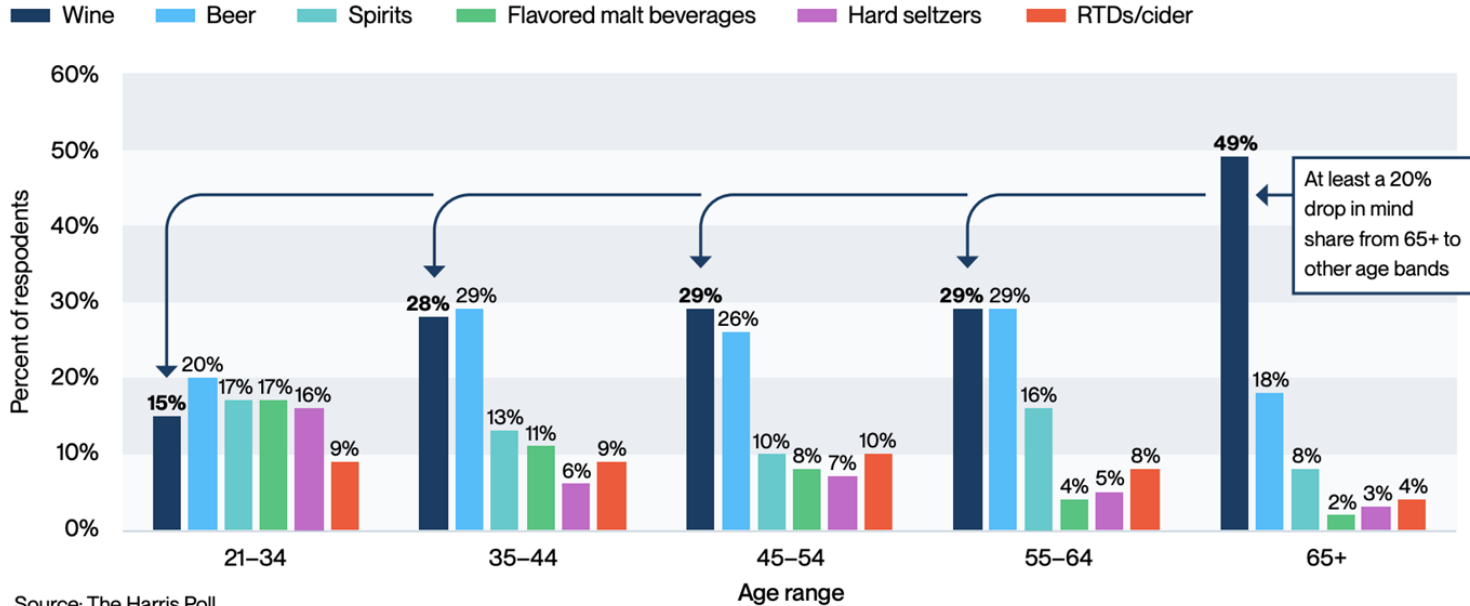
- Other product alternatives
- Less time in bars
- Negative health concerns
- It's not seen as “cool”

Figure 2: Share of direct-to-consumer sales by age band



Source: Customer Vineyard, Sovos ShipCompliant

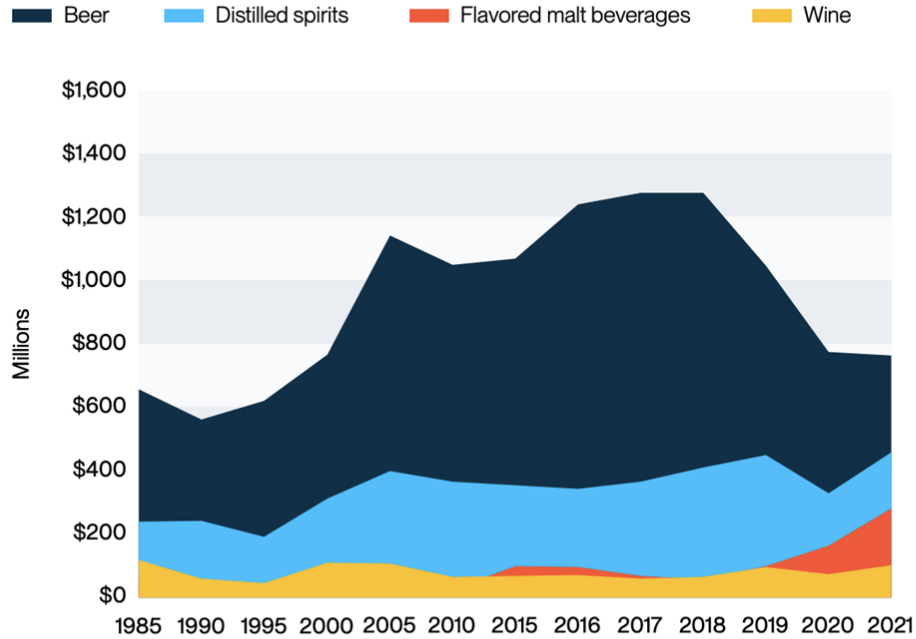
Figure 6: What would you most likely bring to share at a party?



Source: The Harris Poll

Survey conducted online by The Harris Poll on behalf of the Wine Executive Exchange November 9-11, 2021, among 1,949 US adults ages 21+.

Figure 9: Annual advertising spend for alcoholic beverages



Category	2020	2021	Percent of total ad spend, 2021
Beer	\$900.1	\$886.2	48.1%
Distilled spirits	\$385.2	\$533.0	20.6%
Flavored malt beverages	\$193.6	\$328.3	10.4%
Wine	\$90.4	\$122.0	4.8%

Millions of dollars

Source: Shanken Impact Databank

# Wine Production Trends

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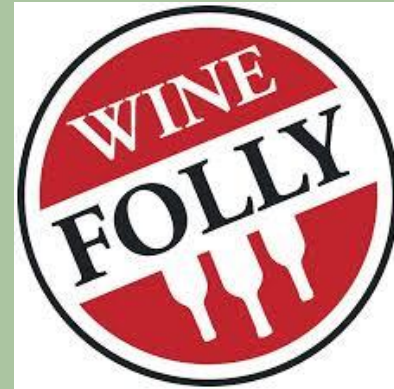
- Natural, Organic, Low Intervention
- Transparency
- Fresh, Acidic Wines
  - Zippy Sauvignon Blanc, Rosé, Sparkling Wine
- New ways to Package Wine
  - Cans, mini bottles, fun names / labels



# Resources for Beginners

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- WSET Global
- Wine Folly
- Wine Books + Online Resources
  - VinePair
  - Wine Bible
  - Wine Simple



# Fundamentals for Staff Trainings

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Quarterly Trainings

Staff Onboarding

- Quizzes, Study materials, flashcards

Weekly Tastings