

Are Tasting Notes
Relevant?

BORDEAUX

PAUILLAC

100 **Château Lafite Rothschild 2015 Pauillac.** This is a great vintage from Lafite. The profile is rich in feel, with a seriously firm tannic structure. Solid, complex and with great authority, this Cabernet Sauvignon-dominant wine, is impressively dense in dark-fruit tones. It will age for many years. Drink from 2027, although that would almost
on. *Cellar Selection.* —R.V.

Price: \$NA

Paul D Poux, CSW

pauldpoux@gmail.com

98 **Château Mouton Rothschild 2015 Pauillac**
This is a hugely opulent wine, packed with



Interviews with

Sommelier / Tasting Note Writer

2 Winemakers

2 Retail Store Managers

Distributor Salesperson

Importer Salesperson

Trade Marketer

2 Wine Educators



I've Interviewed

2 Brand Managers

Director of Innovation and Marketing

Director of Business Development

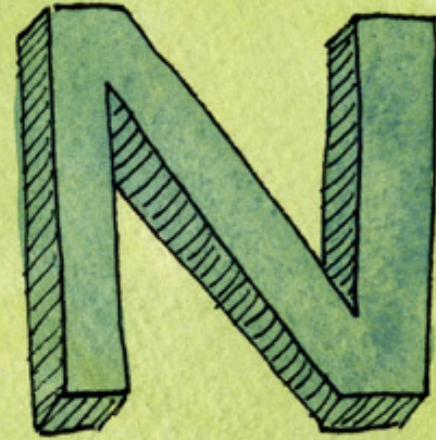
EVP / COO at an Importer

Publisher and Editorial Director

PR Professional



Are Tasting Notes Relevant?



is for

NOT SO MUCH

Are Tasting Notes Relevant?

Appearance
Aromas
Flavors
Pairings



Are Tasting Notes Relevant?

“People Want to Taste the Wine Before They Buy It”

- *Courtney, Gallo*
- *Daniela, Accent PR*

Appearance
Aromas
Flavors
Pairings



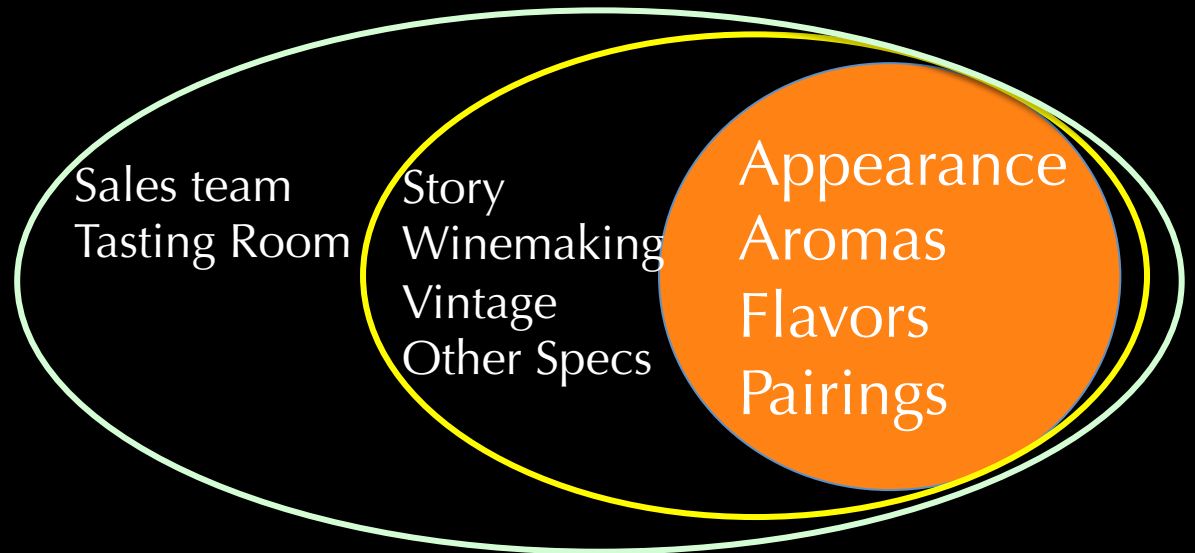
Definition of a Tasting Note is Flexible

Story
Winemaking
Vintage
Other Specs

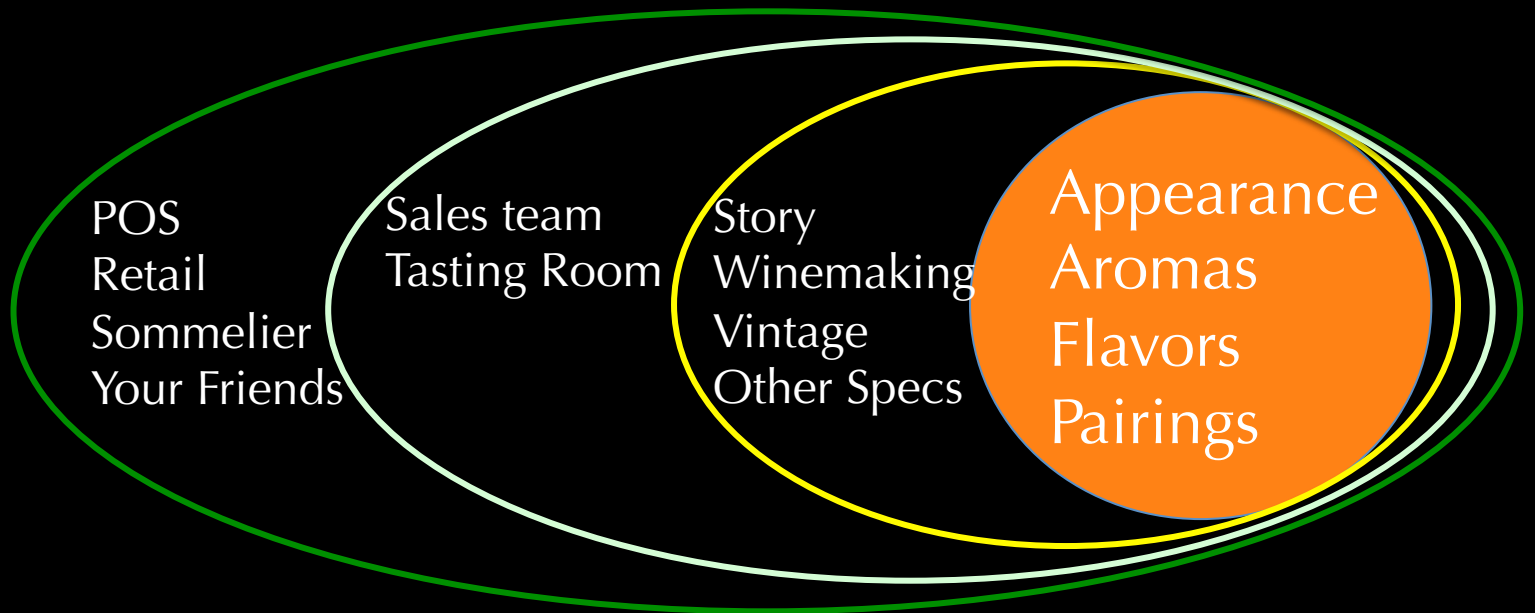
Appearance
Aromas
Flavors
Pairings



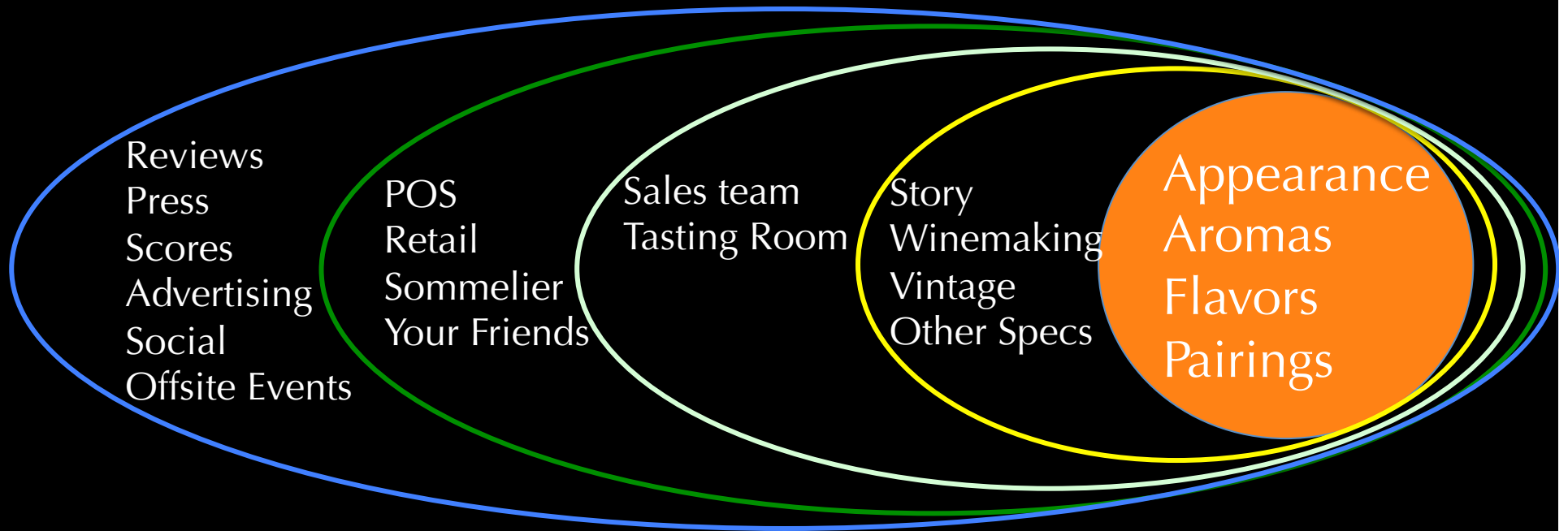
Tasting Note concept is used through the industry



Tasting Note concept is used through the industry



Tasting Note concept is used through the industry



Are Tasting Notes Relevant?

Look at Tasting Notes for Our Wines

We're Going to Keep an Open Mind

About How to Talk About the Wine



Are Tasting Notes Relevant?

Try Make Tasting Notes Better

More Interesting; a Better Read

More Helpful

Relevant for Various Audiences



Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Wine
#1



13.1%

\$20

Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Website



TERLATO VINEYARDS PINOT GRIGIO - FRIULI 2016

This Pinot Grigio comes from the Friuli region, which is widely recognized as one of the best regions for luxury Pinot Grigio in the world. The fruit is handpicked from hillside estate vineyards that are carefully tended to create a fuller-bodied Pinot Grigio with expressive fruit and mineral character. This bright, refreshing white goes well with shellfish, white fish, appetizers and sushi.

STYLE:

Crisp, Floral, Mineral

FLAVOR:

White Peach, Pear, Apricot



Tasting Notes Key

Blue: Visuals, Aromas, Flavors, etc

Yellow: Adjectives, Superlatives, etc



Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Website

...Friuli region...one of the **best** regions for **luxury** Pinot Grigio in the world.

...a **fuller-bodied** Pinot Grigio with **expressive** fruit and **mineral** character. This **bright, refreshing** white goes well with shellfish, white fish, appetizers and sushi.

STYLE: Crisp, Floral, Mineral

FLAVOR: White Peach, Pear, Apricot



Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Website

Simple and Straightforward note

Good for something consumer facing



Relevance Checklist

Simpler Can Be Better



Relevance Checklist

Simpler Can Be Better

“For notes I just want grapefruit or citrus and those are the only ones I put on POS. More just gets lost on people”

- *SMWE source*





2016 Friuli Pinot Grigio

Taste America's fastest growing Pinot Grigio!

90 POINTS
WINEENTHUSIAST
JEB DUNNUCK

Sell Sheet

Best grape varieties with the highest quality regions finds new expression in Friuli. The "ponca" soil and proximity to the Alps and Adriatic Sea moderates the result is complex and expressive fruit and mineral character with a perfectly balanced structure. Taste is the difference that makes this the **best-selling premium Italian wine from Friuli.**

Appellation:	Friuli <u>Colli Orientali</u> D.O.C.
Varietals:	Pinot <u>Grigio</u>
Color:	Light gold
Aroma:	Bright aromas of white peach, pear and spring flowers
Taste:	Complex and layered with ripe peach, apricot, and pear, a <u>mouthfilling</u> texture and crisp mineral finish
Vineyards:	20-30 years old, planted at 4,500 vines/hectare. Hand harvested in whole clusters.
Fermentation:	Fermented in stainless steel tanks with select neutral yeasts to enhance the varietal aromas. No malolactic fermentation to preserve freshness and drinkability.
Aging:	6-8 months on the yeasts with weekly <u>battonage</u> for enhanced texture.
Alcohol:	13%

Features

- **Quality:** 100% Estate fruit from hillside vineyards in Friuli Colli Orientali DOC, famous for rich and complex Pinot Grigio.
- **Enhanced flavor** that elevates expectations for Pinot Grigio
- **Experts:** The Terlato family established the luxury Pinot Grigio category. Combined with talented winemaking partners Marco Simonit & Pierpaolo Sirch, its introduction is based on 35 years of understanding the Pinot Grigio consumer.

Benefits

- **Prestigious region** offers consumers a reason to trade up and accounts the opportunity to increase revenues in this popular category.
- **Wow in the glass!** Appeals to both the Pinot Grigio and fine wine lover.
- **Trust** that this discovery and high quality Pinot Grigio comes with extensive experience satisfying the luxury consumer.

UPC: 086891-08465-7
SCC: 10086891-08465-4
Case: 12pk

Competitive Set:
Santa Margherita
Jermann
Livio Felluga
Marco Felluga



Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Sell Sheet

...**complex** and **expressive** fruit and mineral character with a **perfectly balanced structure**. **Taste is the difference**

Friuli Colli Orientali DOC, famous for **rich** and **complex** Pinot Grigio

Enhanced flavor that raises expectations for Pinot Grigio

Color: **Light gold**

Aroma: **Bright** aromas of **white peach**, pear and spring flowers

Taste: **Complex** and **layered** with **ripe peach**, apricot, and pear, a **mouthfilling** texture and **crisp mineral finish**



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?



What Makes Your Wine Different?

“In my new section, Somm Joury, each note includes background on the winery

Because Somms won't tolerate just flavor profiles

- Meredith May, Somm Journal



What Makes Your Wine Different?



Introduces you to
"Garey series soil"

Solomon Hills Estate 2014 Pinot Noir, Santa Maria Valley (\$60)

A mouth-filling texture with nutmeg, spiced cinnamon, and red floral tones. Tea and luscious red fruit make this wine approachable and inviting. The vineyard is on Garey series soil—a marine-based wine-deposited loamy sand that was at one time a sea bed—while the estate is ten miles from the Pacific Ocean.



What Makes Your Wine Different?

People in the trade want to decide for themselves what the flavors are

So they don't find tasting notes very relevant

So what do you do?



What Makes Your Wine Different?

If you really want the trade to read your note

You gotta up your game

And make your notes compelling



Terlato Vineyards

Pinot Grigio Friuli Colli Orientali
2016

Sell Sheet

...based on 35 years of understanding the Pinot Grigio consumer

The Terlato family established the **luxury** Pinot Grigio Category

Message: Trust Us



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?



Paul Hobbs

Chardonnay Russian River Valley
2016

Aged 10 mo in 48% new
oak and 5 mo in stainless

14.1%

\$60

Wine
#2



Paul Hobbs

Chardonnay Russian River Valley
2016

PAUL HOBBS

2016 CHARDONNAY
RUSSIAN RIVER VALLEY

VEYARD

- Sources: Ross Station Estate, Edward James Estate, O'Connor, Roger Wishard Estate, Feeney Ranch Estate, Don Miguel, Richard Dinner, Goldrock Estate, Ellen Lane Estate
- Clonal selections: 15, Hudson-Wente, Hyde-Wente, Batto, Calera, Montrachet, See, 4, Mt. Eden, 76
- Rootstocks: 420a, 101-14, 3309, 5c
- Sites: Various sites and exposures; many soils derived from weathered sandstone including Goldridge Series, brown sandy loam, and sandy clay.
- Yield: 2.0 – 5.0 tons/acre

TASTING NOTES

Pale straw with a chlorophyllic tint, the 2016 Russian River Valley Chardonnay displays a lovely pearlescence in the glass. Arresting aromatics of Asian pear, white florals, and tangerine peel leap dramatically from the glass. Dynamic flavors of Ginger Gold apple, zesty lemon pie, brioche, and ginger spice emerge harmonious from a palate—round and supple in texture—with energetic acidity, elegance, and very long length. Try paired with Gruyère gougères, or scallops of almost any preparation. Serve at 45°-50° F.

- Unfined and unfiltered; bottled January 2018

TASTING NOTES

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PAUL HOBBS WINERY
SEBASTOPOL, CALIFORNIA TEL: (707) 824-9879 FAX: (707) 824-5843
PAULHOBBS.COM



Paul Hobbs

Chardonnay Russian River Valley
2016

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Tasting Notes Key

Blue: Visuals, Aromas, Flavors, etc

Yellow: Adjectives, Superlatives, etc

Orange: Exuberance, Personification



Paul Hobbs

Chardonnay Russian River Valley
2016

Pale straw with a chlorophyllic tint, the 2016 Russian River Valley Chardonnay displays a lovely pearlescence in the glass.



Paul Hobbs

Chardonnay Russian River Valley
2016

Arresting
aromatics



Paul Hobbs

Chardonnay Russian River Valley
2016

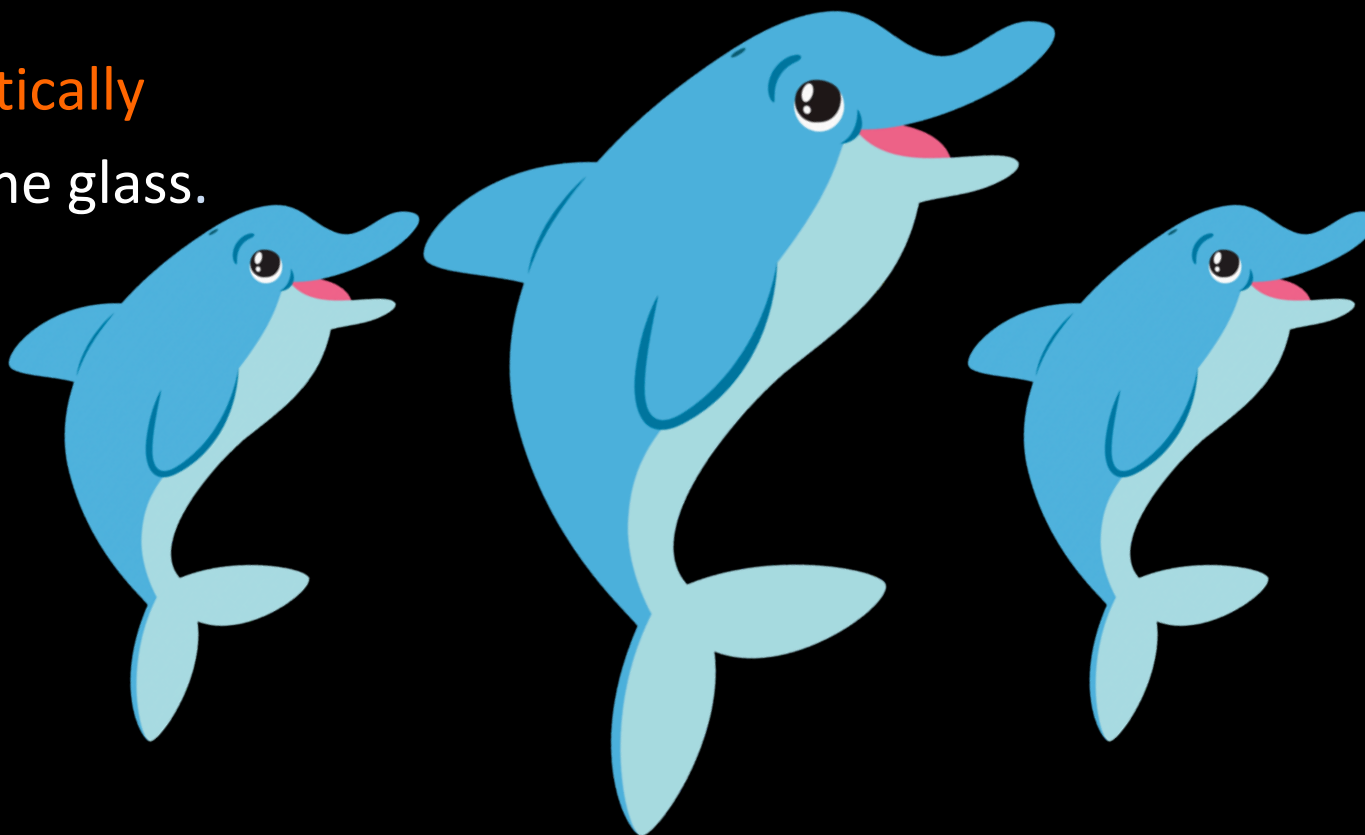
of Asian pear,
white florals,
and tangerine
peel



Paul Hobbs

Chardonnay Russian River Valley
2016

leap
dramatically
from the glass.



Paul Hobbs

Chardonnay Russian River Valley
2016

Dynamic flavors of
Ginger Gold apple,
zesty lemon pie,
brioche, and
ginger spice



Paul Hobbs

Chardonnay Russian River Valley
2016

emerge

harmonious from a
palate—round and
supple in texture—



Paul Hobbs

Chardonnay Russian River Valley
2016

emerge

harmonious from a
palate—round and
supple in texture—



Paul Hobbs

Chardonnay Russian River Valley
2016

with energetic acidity, elegance, and very long length



Paul Hobbs

Goal: "Jazz Up the Notes"

"Invoke the Feeling of Driving a Porsche"

- *Tim, Paul Hobbs*

Paul Hobbs

Chardonnay Russian River Valley
2015

This blend from **prestigious** Russian River vineyards is a **quintessential** chardonnay from this appellation.

With a **pale straw, pearlescent hue**, the wine **impresses** with aromas of **yellow blossoms, citrus** and a note of **chamomile tea**.

The **richly** textured palate offers **delectable** flavors of **fresh white fruits and sweet brioche** accented by **minerality** for a **lingering** and **pleasurable** finish.



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type



Compare 2015 Notes

Winery

Yellow blossoms

Citrus

Chamomile tea

White fruits

Sweet brioche



Compare 2015 Notes

90 Points *Wine Spectator*
2015 CHARDONNAY
RUSSIAN RIVER VALLEY

"Zeroes in on a core of lively, citrus-infused green apple, melon, tangerine and honeydew flavors, revealing a light kiss of smoky, toasty oak that adds dimension. Drink now through 2020. 4,679 cases made. — JL"

— James Laube



Compare 2015 Notes

Winery

Yellow blossoms

Citrus

Chamomile tea

White fruits

Sweet brioche

Wine Spectator

JL

Green Apple

Citrus-infused

Tangerine

Melon

Honeydew

Oak



Compare 2015 Notes

(91-92) Points *Wine Advocate*

2015 CHARDONNAY

RUSSIAN RIVER VALLEY

"The 2015 Chardonnay explodes on the nose and palate with sheer power, delivering full-throttle tropical fruit and allspice flavors with a touch of buttered toast. The full-bodied palate has a lovely savory edge that offsets the fruit beautifully, with just enough freshness and a very long finish."

— Lisa Perrotti-Brown [View Article](#)



Compare 2015 Notes

	Wine Spectator	
<u>Winery</u>	<u>JL</u>	<u>Wine Advocate LP-B</u>
Yellow blossoms	Green Apple	Tropical Fruit
Citrus	Citrus-infused	
Chamomile tea	Tangerine	Savory Edge
White fruits	Melon	
Sweet brioche		Buttered Toast
	Oak	Allspice
	Honeydew	



Compare 2015 Notes

(92-93) Points *JamesSuckling.com*

2015 CHARDONNAY

RUSSIAN RIVER VALLEY

"A layered and rich wine with cooked-apple and -lemon character.
Round and phenolic. Flan and light butterscotch. Lovely potential."
— James Suckling



Compare 2015 Notes

<u>Winery</u>	<u>Wine Spectator</u>	<u>Wine Advocate</u> <u>LP-B</u>	<u>James Suckling</u>
Yellow blossoms	Green Apple	Tropical Fruit	Cooked Apple
Citrus	Citrus-infused		Cooked Lemon
Chamomile tea	Tangerine	Savory Edge	
White fruits	Melon		
Sweet brioche		Buttered Toast	Light Butterscotch
	Oak	Allspice	Flan
	Honeydew		Phenolic



Compare 2015 Notes

<u>Winery</u>	<u>Wine Spectator</u>	<u>Wine Advocate</u> <u>LP-B</u>	<u>James Suckling</u>
Yellow blossoms	Green Apple	Tropical Fruit	Cooked Apple
Citrus	Citrus-infused	Citrus-infused	Cooked Lemon
Chamomile tea	Tangerine	Savory Edge	
White fruits	Melon		
Sweet brioche		Buttered Toast	Light Butterscotch
	Oak	Allspice	Flan
			Phenolic

Reviewers are perceiving different things

Or at least emphasizing different things

But consumers think this is a science



Thomas George Shaw in 1864

WINE,
THE VINE, AND THE CELLAR.

BY
THOMAS GEORGE SHAW.

Nemo additus jurare in verba magistr.
HONORI.

SECOND EDITION.

LONDON:
LONGMAN, GREEN, LONGMAN, ROBERTS, & GREEN.
1864.

London wine dealer



Thomas George Shaw in 1864

“In wine-tasting and wine-talk

there is an enormous amount of humbug”

NOTED JUDGES.

19

invariably successful; for they were sure, after tasting, and retasting, and much profound thought, to pronounce the verdict that, although similar, one possessed rather more of this, or that, than the other. I kept my own counsel, but was convinced forty years ago, and the conviction remains to this day, that in wine-tasting and wine-talk there is an enormous amount of humbug.



Compare 2015 Notes

<u>Winery</u>	<u>Wine Spectator</u>	<u>Wine Advocate</u> <u>LP-B</u>	<u>James Suckling</u>
Yellow blossoms	Green Apple	Tropical Fruit	Cooked Apple
Citrus	Citrus-infused	Citrus-infused	Cooked Lemon
Chamomile tea	Tangerine	Savory Edge	
White fruits	Melon		
Sweet brioche		Buttered Toast	Light Butterscotch
	Oak	Allspice	Flan

Some suggested that writers should make an allowance for this in their tasting notes

*"Note: Reviewer's experience only.
Your experience will vary"*



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type



M. Chapoutier

La Combe Pilate Collines
Rhodanniennes IGP 2017

100% Viognier

8-9 mos. aging in 600L barrels

12.5%

\$20

Wine
#3



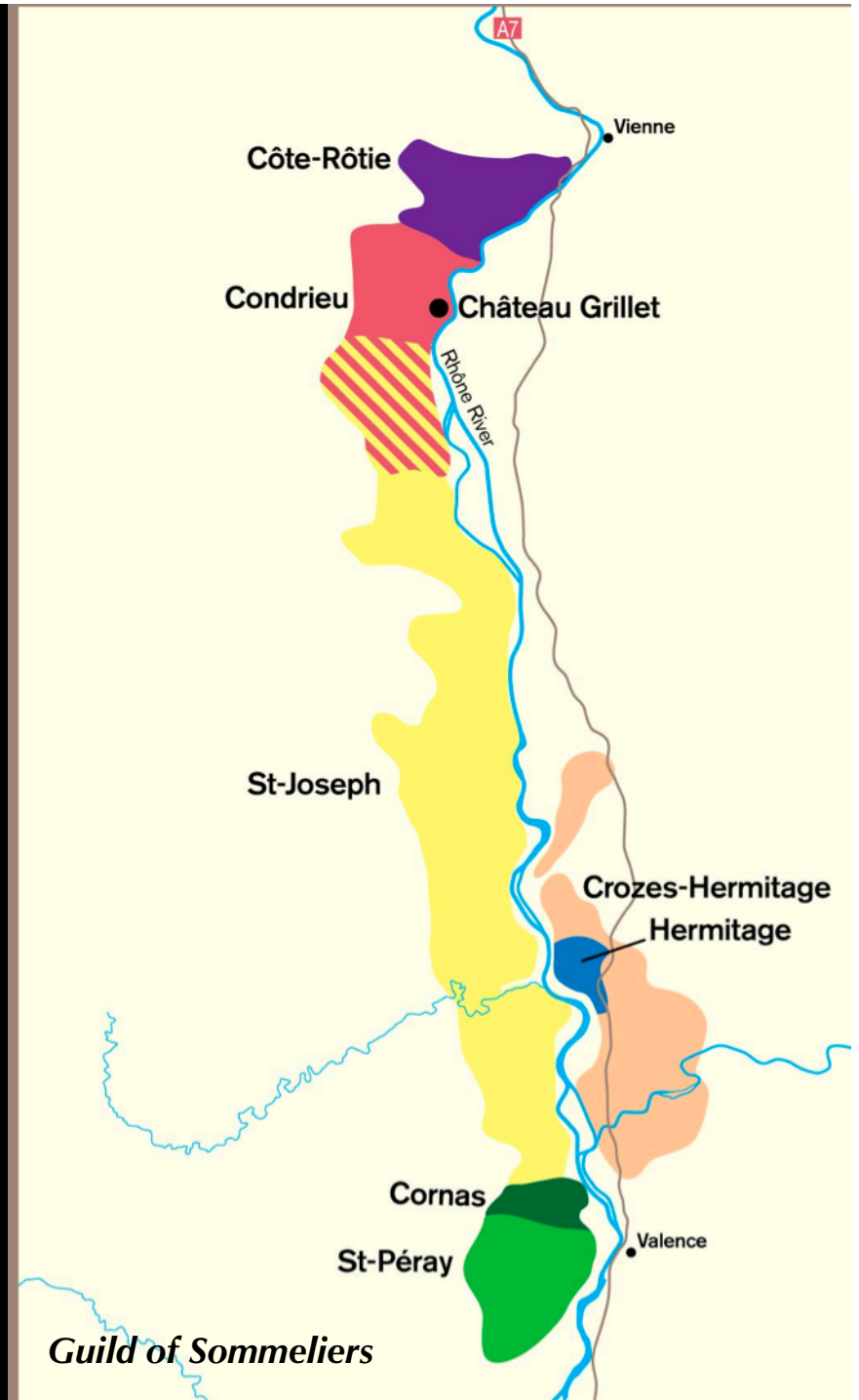
Collines Rhodanniennes IGP

Covers much of the Northern Rhône outside the AOC zones

The A.O.C.s cover only a narrow band of land along the borders of the Rhône

A larger production area

More freedom for winemaking methods and grape variety selections.



M. Chapoutier website

La Combe Pilate

IGP DES COLLINES
RHODANIENNES



 ZOOM



VINTAGE 2017

Price

Quantity

The 75 cl. bottle

12,25 €

[Order](#)

GIFT PACKS

Discover the boxes with this vintage

[Discover](#)

Quoted value

2016 - Jeb DUNNUCK - 92/100



2016 - Jeb DUNNUCK - 92/100
"Made from 100% Viognier, the
2016 IGP Collines Rhodaniennes
La Combe Pilate is a ripe,
unctuous beauty that boasts a
huge..."



[All quoted values](#)

Tasting

Colour : pale gold with aniseed-coloured highlights

Nose : delicate with notes of bergamot and flint stone

Mouth : very fresh on entry, dominated by the typical Viognier aromas.

On the mid-palate, there is good balance
between the acidic tension associated
with its terroir of origin and the natural
full body of the varietal and its ageing.

The finish is savoury, bringing out the rustic
and mineral overtones

Sommelier tips

Wok of monkfish with green curry, star anise & crisp vegetables (bell onions, peas)

M. Chapoutier website

La Combe Pilate

IGP DES COLLINES
RHODANIENNES



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Sommelier tips

Wok of monkfish with green curry, star anise & crisp vegetables (bell onions, peas)

der

cover

as)

Terlato (U.S.) website

M. CHAPOUTIER LA COMBE PILATE 2016

La Combe Pilate (pronounced “La kohm pē-lot”) is 100% Viognier from a hillside vineyard on Michel Chapoutier’s property where Michel pushes the boundaries on the biodynamic concept with his experimental range called “The Alchemy Wines”. The symbol on La Combe Pilate’s label is the alchemic symbol for spirit and is inked to Chapoutier’s biodynamic philosophy – to respect and transform the raw material into a high quality product while showcasing the spirit of the land. The Collines Rhodaniennes IGP is characterized by the hills and valleys that surround the Rhone River. With the Massif Central lying to the west and the embryonic foothills of the Alps to the east, the Rhone River carves its way through south-eastern France to the Mediterranean Sea.

STYLE:

Pale gold with anisee-colored highlights.

FLAVOR:

Very fresh on entry, good balance with a savory finish that brings out the rustic and mineral overtones.



Michel Chapoutier

“In the 1990s, Chapoutier wines, in particular, soared in quality as the family firm was taken over by the ambitious son, Michel.”

- Karen MacNeil, The Wine Bible





Michel Chapoutier

Michel Chapoutier

Passionate

Michel Chapoutier loves wine, any wines. Without chauvinism. He likes food too, the way flavours bring emotion to dishes; where food and wine meet at a high level.

Michel seeks perfection, setting high standards in every aspect of his life. Welcoming goodness and beauty, saying yes to sharing, to champagne, to the world, to enthusiasm, obstinacy, innovation and a pioneering spirit.

Yes again to clearheaded altruism, generosity and emotion.

But no to sluggish, passive behaviour and people who give up before they have even tried.

“Michel seeks perfection”

“Welcoming goodness and beauty...enthusiasm, obstinacy, innovation...”

“But no to sluggish, passive behavior and people who give up before they have even tried”



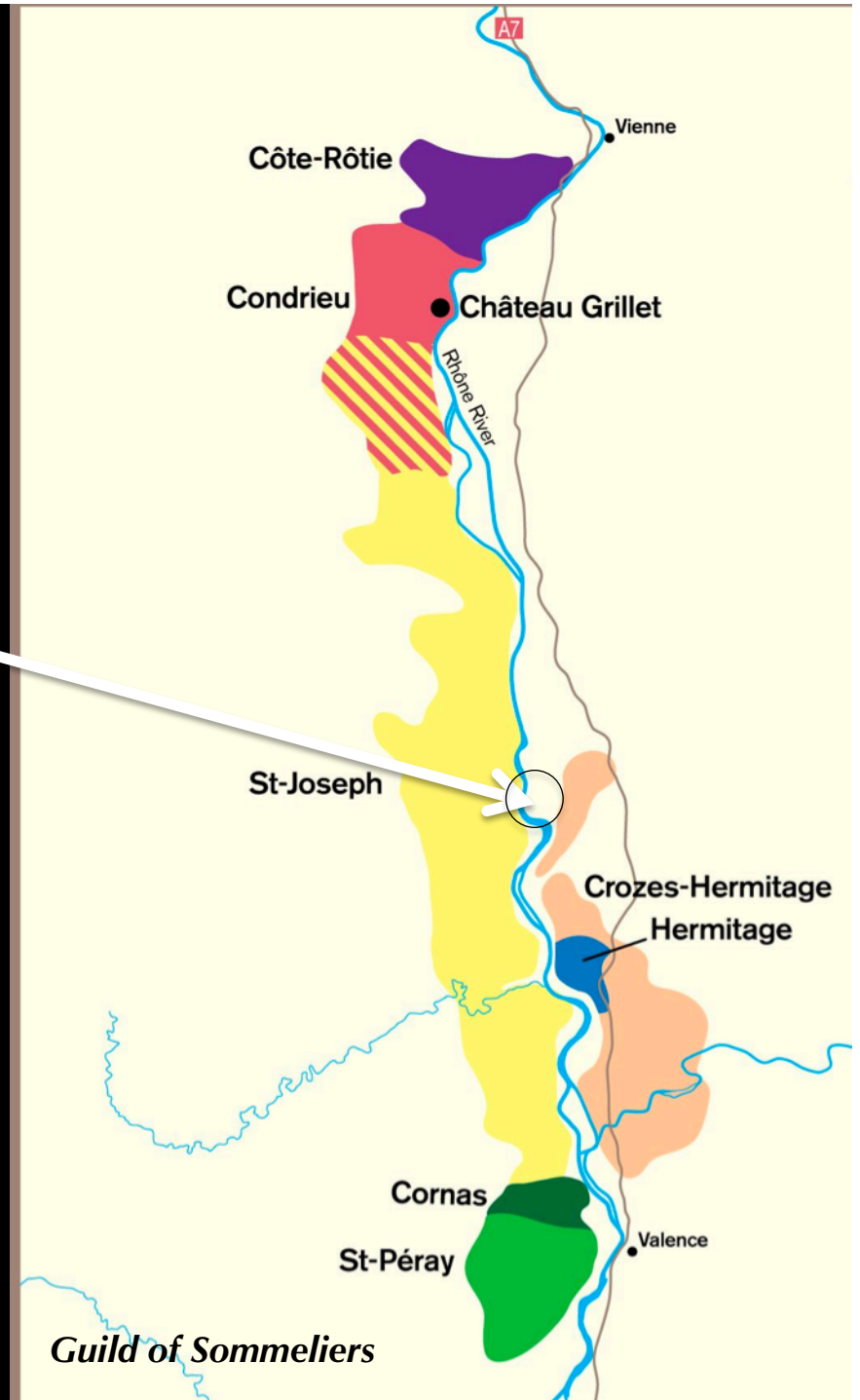
Michel Chapoutier

Saint-Vallier

Vineyard on Michel's property

Biodynamic

Concept of "Alchemy Wines"



Michel Chapoutier

Alchemical symbol for "spirit"

Personal project



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type

Show the People Behind the Wine



Chateau Ste Michelle

Rosé Columbia Valley 2017

Wine
#4

12.5%

\$20



Chateau Ste Michelle

Rosé Columbia Valley 2017

“dry, crisp and elegant”



Chateau Ste Michelle

Rosé Columbia Valley 2017

"Sweeter than we usually go.
More strawberry.

More of that Provence style,
hole at bottom, nice label.

We're having trouble keeping it
in stock."

- my mysterious SMWE source



SMWE approach

Simplifying Tasting Notes

Simple flavors - Red or Black or Vegetal

Oak treatment and how you detect it

An infographic or two -

- my mysterious SMWE source



Chateau Ste Michelle

Rosé Columbia Valley 2017

website

A dry elegant style rosé with a beautiful light pale pink color. The fresh and lively wine offers bright aromas of watermelon, raspberry, and lemon with flavors of wild strawberry, citrus zest, hints of melon. It is soft and flavorful on the palate with a long crisp finish.

 VIDEO TASTING NOTE

 DOWNLOAD FACTSHEET PDF



Chateau Ste. Michelle - 2017 Rosé, Columbia Valley



Video tasting note

LEAH ADINT

ASSISTANT WINEMAKER, CHATEAU STE. MICHELLE

▶ 🔊 0:09 / 1:37



YouTube



“This is the first year that Ch Ste-Michelle has made a rosé, and **we really think we nailed it**”



Chateau Ste. Michelle - 2017 Rosé, Columbia Valley



0:30 / 1:37



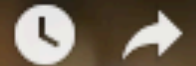
YouTube



“We quickly decided that Syrah from cooler sites was gonna make the **perfect** dry Washington State rosé”



Chateau Ste. Michelle - 2017 Rosé, Columbia Valley



1:04 / 1:37



YouTube



“the bouquet is **fantastic** right out of the glass, it’s Eureka lemon and wild raspberry, and on the palate is strawberry and watermelon flavors”



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type

Show the People Behind the Wine

You Can Use Modern Technologies



Rosé Your Way

Facebook Messenger bot

The image shows a Facebook profile for 'Rosé Your Way' (@RoseYourWay). The profile picture is a pink square with the text 'ROSÉ YOUR WAY'. The cover photo is a row of various rosé wine bottles and glasses on a white ledge overlooking a blue swimming pool. Below the cover photo, there is a post creation area with the text 'Write a post...' and buttons for 'Photo/Video', 'Tag friends', 'Check in', and a menu icon. To the right of the post creation area, there is a post from 'Rosé Your Way™' with the text: 'With Rosé Your Way™, your personal Rosé concierge is only a Facebook message away! There are so many...'. The text in this post is circled in blue. Below the post is a 'See more' link. At the bottom right of the image, there is an orange circular logo with a white letter 'P'.

Rosé Your Way

Facebook Messenger bot

Rosé is its own wine genre. It's brighter than most red wines but also shares some similarities with white wine. Basically, it's the best of both worlds 🤓

What is it NOT?

It's NOT a mixture of red and white wine. If that were true, we'd all be making homemade Rosé

Why is it pink?

Short skin contact. All wines get their color from the skin of their grapes. The pinkish hue comes from letting the juice soak with the skins for a short period of time, usually 2-3 days

How does it taste?



What is it NOT?

Why is it pink?



Rosé Your Way

Facebook Messenger bot

With such a variety of Rosé wine styles to choose from, the best way to find what you like is to try them all. Host a tasting with your friends and vote on your faves



What to eat with it?

Find Me a Rosé

Browse by Brand



Rosé Your Way

Facebook Messenger bot

Find Me a Rosé



What flavor are you in the mood for?



Will you be enjoying Rosé day or night?



Chilling at home or gathering with friends?



Rosé Your Way

Facebook Messenger bot



Yaaass!! 🍷 This perfect Rosé is just sips away!



DARK HORSE.

.....
DRY
AND
CRISP



Dark Horse Rosé

Think Rosé can't hang at a BBQ? Nah. This crisp Rosé is sure to surprise you

www.darkhorsewine.com

[Find Store](#)

[Recommend Another](#)

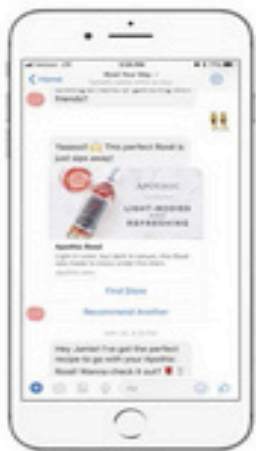


Gallo - Rosé Your Way

OVERVIEW



FACEBOOK PAGE AND INSTAGRAM



CHATBOT



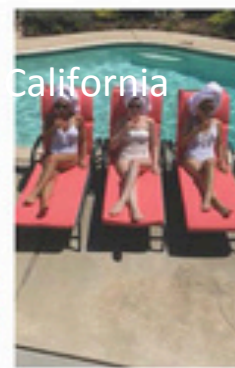
IN-STORE



Flour de



ndna Valley / California



prophecy / rra



EDUCATIONAL ASSETS



VIDEO, STILL, & COPY SOCIAL ASSETS

Rosé Your Way Taste Profiles



Fleur de Mer / Provence

Dry and Smooth

Edna Valley / California

Light-Bodied and Floral

Prophecy / France

Crisp and Flavorful



Rosé Your Way



DRY AND CRISP

LIGHT-BODIED AND REFRESHING

CRISP AND REFRESHING

SWEET AND FRUITY

SWEET

Dark Horse
Dry and Crisp

Apothic
Light-Bodied and Refreshing

Barefoot Bubbly
Crisp and Refreshing

Barefoot
Sweet and Fruity





BRUT ROSÉ CHAMPAGNE

Bubbling with all the flavors of juicy red raspberries, sweet cherries and pomegranate, Barefoot Bubbly Brut Rosé positively sparkles on the palate. Finished with hints of nectarine, red apple, and zesty citrus, our versatile Brut Rosé pairs perfectly with everything from fresh fruit to terrific takeout.

BRUT ROSÉ CHAMPAGNE

DRY

SWEET

Tastes like...

crisp

lively

red cherry

Rosé Your Way



I love the idea of the graphic with a goal of enlightening buyers.

There is quite a lot of effort sunk into different projects to explain wine and flavors to consumers



Best Cellars

WELCOME TO BEST CELLARS!

We feature GREAT WINES for EVERY DAY - 100 of the greatest wine values in the world, priced at \$15 or less and organized by taste, as listed in the eight categories below.



Fizzy

Sparkling Wines

full of bubbles, full of fun, who needs a cause?



Fresh

Light-bodied White Wines

clean, lip-smacking, thirst quenching



Soft

Medium-bodied White Wines

By Type, Color and Body



Luscious

Full-bodied White Wines

round, richly flavored, sumptuous



Juicy

Light-bodied Red Wines

fruity, upfront, instantly drinkable



Smooth

Medium-bodied Red Wines

velvety, graceful, deliciously refined



Big

Full-bodied Red Wines

concentrated, powerful, satisfying



Sweet

Dessert Wines

honeyed, indulgent, not just for dessert

Rosé Mansion

Midtown Manhattan

July through early October

\$40 = 8 rosé samples



Rosé Mansion



Rosé Mansion



Rosé Mansion



Rosé Mansion

GUESS THE AROMA FOUND IN ROSÉ

AROMAS ARE TO WINE WHAT COLORS ARE TO DESIGN

Just like how there are no oranges in orange paint, there are no cherries or tangerines in wine. Wine people talk about the aromas of wine the same way a designer talks about color. When a wine professional says a wine smells like chocolate or grapefruit, grass or tobacco or leather, they're just using common references and language to talk about what they smell in a way that's easily relatable. Wine is, with some rare exceptions, made 100% from grapes.

The best part about wine speak is that everyone is fluent. Just close your eyes and describe what you smell. And since most of tasting is smelling, chances are your tastebuds will agree.

Test your nose

SOFT CLOUDS OF
CONFECTION AT
THE CARNIVAL

JENNIFER GREY
CARRIED ONE IN
DIRTY DANCING
- OR -
BEYONCE SANG
ABOUT THIS
SUMMER FRUIT

THE STAT
OF HAWAII
ALSO A T

Rosé Mansion

THE BLENDING

Blend Your Own Rosé



Rosé Mansion

BLEND YOUR OWN ROSÉ

{ Pick 1 of each of the 3 below categories }

WEIGHT

Body refers to the "weight" of a beverage. Think about milk; skim milk is light in body while whole milk is full in body.

- Light
- Medium
- Heavy

ACIDITY

Like squeezing a lemon on fish or asparagus adding acidity lightens flavors while also making them pop. Acidity is the part of wine that makes you want to drink more. It's the tingly feeling on your jawline.

- Crisp & Refreshing
- Zing!
- Tart

FRUITINESS

Think of fruitiness like a spectrum from green apple to ripe strawberry. Grapes are fruit and have a wide range of flavors too. Winemakers work with fruit of all ripeness.

- Light & Delicate
- Fruity Yet Dry
- Bold & Jammy



Rosé Mansion



A long time ago in a galaxy far,
far away....



Paul,

“People feel they don’t know
enough about two things –

financial planning, and wine”

- love, Hazel





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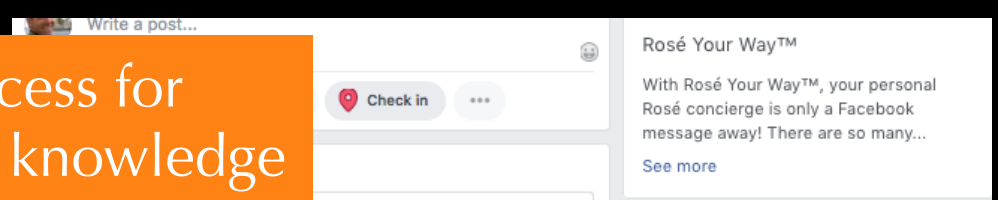
 <p>Fizzy Sparkling Wines full of bubbles, full of fun, who needs a cause?</p>	 <p>Juicy Light-bodied Red Wines fruity, upfront, instantly drinkable</p>
 <p>Fresh Light-bodied White Wines clean, lip-smacking, thirst quenching</p>	 <p>Smooth Medium-bodied Red Wines velvety, graceful, deliciously refined</p>
 <p>Soft Medium-bodied White Wines mellow, perfectly balanced, easy to sip</p>	 <p>Big Full-bodied Red Wines concentrated, powerful, satisfying</p>
 <p>Luscious Full-bodied White Wines round, richly flavored, sumptuous</p>	 <p>Sweet Dessert Wines honeyed, indulgent, not just for dessert</p>



Make the Wine selection process for younger consumers with less knowledge

Simpler

Less Intimidating



Wine Riot

Education-focused wine events



Wine Riot



40-50 exhibitors, plus...



Wine Riot



Wine Riot



Wine Riot (Millennial) Guests

Attendees Were Still Intimidated

The Largest Hurdle to Getting Through to Them

Wine Riot

L'AVENTURE
LANGUEDOC
JOIN THE ADVENTURE!

@LanguedocWines
facebook.com/LanguedocWines

Get rid of the 6 ft table

blends to discover

L'AVENTURE
LANGUEDOC
JOIN THE ADVENTURE!

France's largest wine region

L'AVENTURE LANGUEDOC



Wine Riot (Millennial) Guests

Welcomed Them Warmly

Explained the Format

I Asked Their Opinions

I Asked, Could They Get
Flavors from the Wine?

Wine Riot



Wine Riot

Created A Safe Space



Wine Riot

What's happening to my tongue?

What's that drying feeling?

Why don't I like French wines?

How can I tell Retail what I like?



Wine Riot

Very few tasting note questions

The gratitude and good will were off the charts

They were learning about wine, not just my wine

This approach can work everywhere

Many, many consumers are at this level



Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type

Show the People Behind the Wine

You Can Use Modern Technologies

Educate on Wine, not just Your Wine



Apothic Crush

Red Blend California 2016

Wine
#5

15%

\$10



Apothic Crush

Red Blend California 2016

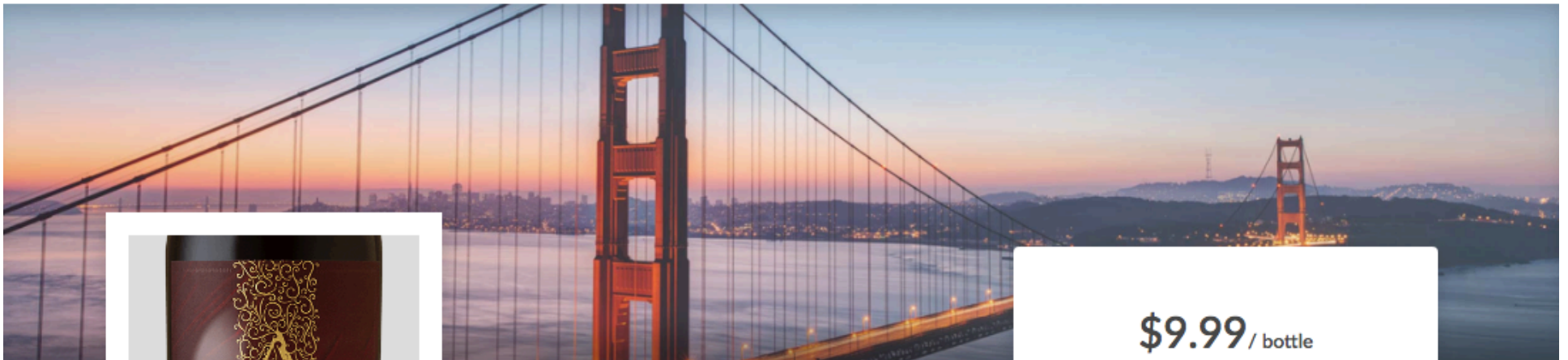
VIVINO Red White Other Wines

Search Vivino

Ship to
NY

Language
English

Welcome
Sign In



Apothic Crush (Smooth Red Blend) 2016

California · United States

Average rating (418 ratings)

3.7 ★★★★★

\$9.99 / bottle

- 6 +

Add to cart

Sold by WeSpeakWine

Show all buying options



Usually arrives in 2-4 days

Apothic Crush

Red Blend California 2016

Reviews



Dark ruby in color with a purplish rim.

Fruity nose of blackberries, blueberries, plums, cherries, wood, licorice, spices, vanilla extract, earth, chocolates, mocha, coffee, smoke and black pepper.

Medium to full bodied and buttery, with medium acidity and nice legs.

Dry and very fruity on the palate with blackberries, black currants, cherries, figs, cloves, herbs, vanilla, oak, spices, chocolates, earth, mocha, peppercorn and tobacco.

Medium finish with round tannins, tangy raspberries and spices.

>>>



"Odedi" · 3062 rating - Rated on Mar 19th 2018

Comments (12)

Apothic Crush

Red Blend California 2016



Definite notes of raspberry and caramel and nice, bold tannins. Smooth finish. Great value.



TX Wine Dudette · 206 rating · Rated on Feb 13th 2018

Comment



Deep red saturation with purple hues. Pure fruit, methyl anthranilate, fake cherries and fake strawberries, very fruit forward, no oak here. Just decadent fruit. Super fruity on the palate, cherries and oak flavors, pencil shavings, cocoa and very polished almost inexistent astringency. About 15 to 20 g/L RS? Finishes with oaky retronasal flavors.3.5/5. Fake fruit galore. Zinfandel , Syrah , merlot and CS



Purple hands or the nada · 2071 rating · Rated on Mar 7th 2018

Comment

Apothic Crush

Why Am I
Pouring This?



Apothic Crush

Apothic helps
consumers
learn about
flavors in wine



Riunite

Riunite

on ice...
that's
nice!



RED • **WHITE**
ROSE

America's No. 1
Imported Wine

Apothic Crush

“We don’t say there’s
Port in it, or that
there’s Teroldego in it”



Apothic Crush

Red Blend California 2016

Are some wines made to match a flavor profile?

Apothic Crush

Red Blend California 2016

Are some wines made to match a flavor profile?

“Absolutely”

Apothic Crush

Red Blend California 2016

“For Apothic Crush, I literally went to a briefing meeting with...”

Apothic Crush

Red Blend California 2016

“For Apothic Crush, I literally went to a briefing meeting with...”

“Caramel Brownies”

“I said, I want the wine to taste like this”



Apothic Crush

Red Blend California 2016

Website

FLAVOR NOTES



Red Fruit



Caramel



Chocolate

Apothic Crush

Red Blend California 2016

“When you get consumers sipping with a brand ambassador, they get super scared to guess the flavors”

But my pal had insight from Coke, where she worked

Apothic Crush

Red Blend California 2016

“We were taught to name simple flavors like cherry, and lime

and I thought, that’s a good thing to make these flavors identifiable”

Apothic Crush

Red Blend California 2016

“Which was one of the reasons [the first] Apothic was so successful is that they could taste the flavors, the vanilla and chocolate.

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Intrinsic

Cabernet Sauvignon Columbia
Valley 2016

14.5%

\$20

Wine
#6



Intrinsic

Cabernet Sauvignon Columbia Valley 2016

2016 Cabernet Sauvignon
Columbia Valley

INTRINSIC



TECHNICAL DATA
VINEYARDS: Beverly, Eagle and Plow, Shaw **BLEND:** 96% Cabernet Sauvignon, 4% Cabernet Franc
ALCOHOL: 14.5% **TA:** 0.54 g/100mL **PH:** 3.79

Growing Season

- The 2016 vintage experienced the best of both worlds with a hot spring and early summer. A cooler than normal end of the ripening season allowed the wines to have ripeness, yet maintain freshness and elegance.
- The early dry and warm spring, combined with cooler temperatures in August and September, slowed down ripening and resulted in the longest harvest on record in Washington State.
- Overall, 2016 saw very favorable growing conditions, producing wines with nicely resolved tannins and maturity.

Vineyards

- More than half of the final blend was sourced from several vineyards in the Horse Heaven Hills. This area has a heavier soil of Burbank rocky loam and creates a more intense tannin structure with a delicate nose.
- The remaining portion is sourced throughout the Columbia Valley including a large portion from Beverly Vineyard. This low-yielding vineyard is tucked away on a gently sloping hill overlooking the Columbia River. Beverly Vineyard imparts a unique mineral tone to its Cabernet Sauvignon. Its soils are almost 100% coarse sand with lots of silica, creating a really hot site during the day, yet very cold at night.
- The region's low rainfall yields concentrated fruit with depth and varietal expression.

Tasting Notes

“The 2016 vintage of INTRINSIC has a wonderful floral nose, complemented by aromas of cherry and leather. The flavors are layered with tones of blueberry jam, pomegranate and chocolate. The texture is rustic, yet silky, with a unique savory and inviting finish.”

– Juan Muñoz Oca, Winemaker

Food Pairings

The raw characteristics of INTRINSIC Cabernet Sauvignon pair nicely with grilled meats such as lamb, beef and pork, and seared vegetables.

INTRINSICWINECO.COM

ITS 335282 ©2017 INTRINSIC™ Wine Co.
Paterson, WA 99345



2016 Cabernet Sauvignon
Columbia Valley

INTRINSIC

Intrinsic

Cabernet Sauvignon Columbia
Valley 2016



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Vinification

- INTRINSIC has tremendous complexity and imparts raw characteristics because 50% of the grapes stayed on the skins after fermentation for approximately 9 months (average time from crush to press for red wine is under a month). This extended maceration extracted the intrinsic qualities of the grape, mellowed tannins, and created an unexpected silky texture.

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- 10% of wine was fermented in concrete tanks, highlighting the mineral character of the wine.
- 50% of the final blend aged in 100% older French oak for 12 months.
- No new oak was used in the aging of this wine. The flavors and tannins are a result of the extended skin contact.
- Cabernet Franc added additional layers and complexity to the final blend.

ended skin contact.

making.
resulting

and leather.
rustic, yet silky,

lamb, beef and pork,



2016 Cabernet Sauvignon
Columbia Valley

INTRINSIC

Intrinsic

Cabernet Sauvignon Columbia
Valley 2016

“Winemaker Juan Munoz Oca
bought cement eggs

Kept Cabernet on the skins for
9 months”



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Street art bears an uncanny resemblance to winemaking.
For both, the environment affects the final art, resulting
in a collaboration between artist and landscape.

Tasting Notes

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Paterson, WA 99345



2016 Cabernet Sauvignon
Columbia Valley

INTRINSIC

Intrinsic

Cabernet Sauvignon Columbia
Valley 2016

“Then the team came up with
unique idea, Intrinsic,

Since the extended maceration
extracts the intrinsic qualities
of the grapes”



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Intrinsic

Cabernet Sauvignon Columbia
Valley 2016

And built it out in an organic
way"



Intrinsic

Cabernet Sauvignon Columbia
Valley 2016

“We found an artist named
Zimmer to do this Goth scary
wine thing

So now we have a story which
matters so so so so so much

In most cases you'd need
coupons, Catalina, everything
to get floor space. Not here”



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What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type

Show the People Behind the Wine

You Can Use Modern Technologies

Educate on Wine, not just Your Wine

Tell the story / Tell a story



Tenuta Sassoregale

Sangiovese Maremma Toscana
DOC 2016

13.5%

\$15



Wine
#7



Tenuta Sassoregale

Sangiovese Maremma Toscana
DOC 2016



S.M. Tenimenti San Disagio S.r.l.
- Società Agricola
Civitella Paganico - 58045 Grosseto (GR)
Tel. +39 0577 738 186
Fax +39 0577 738 549
www.tenutasassoregale.com
info@tenutasassoregale.com

Sangiovese
Maremma Toscana DOC

GRAPES:	Sangiovese
PRODUCTION ZONE:	The Tuscan Maremma
ALTITUDE:	100-150 m (330-495 ft.) above sea level
TYPE OF SOIL:	Rich and deep, with a good clay content
TRAINING SYSTEM:	Sprayed Cordon

Sangiovese



TASTING NOTE

Its color is a bright ruby red. On the nose, it is clean and precise, with hints of morello cherries, wild berries and a moderate spiciness. On the palate it reveals a full and firm flavor, expressing all its intensity and elegance.

FOOD MATCHINGS

Ideal with grilled red meats, but also with cured meats or the traditional sheep's milk cheeses of Tuscany.



important period in small oak barrels.

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Tenuta Sassoregale

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Sangiovese Maremma Toscana
DOC 2016



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Sangiovese Maremma Toscana
DOC 2016

CAPOCOLLO ①

FINOCCHIONA ②

PROSCIUTTO ③

SOPPRESSATA ④

MORTADELLA ⑤
(Not Shown)

SALUMI

Salumi refers to any dried or cured meat from Italy. There are a range of flavors and levels of spice. They are wonderful on their own or as part of traditional recipes. Many varieties come with a Protected Designation of Origin (PDO) which reflects stringent quality controls and region of origin.



Tenuta Sassoregale

Sangiovese Maremma Toscana
DOC 2016

SASSOREGALE

1. CAPOCOLLO This marbled salumi is made from the neck meat of the pig. A range of herbs and spices are added for flavor depending on region of origin with hot paprika rubbed on the outside before being hung in a natural casing to dry.

2. FINOCCHIONA

This southern Tuscan specialty dates back to at least the Renaissance and uses fennel instead of pepper as a key flavor note. Fennel grew wild in the Tuscan hills and made for a readily-available ingredient at that time. Additional spices and red wine add dimension and it's dried for at least five months.

3. PROSCIUTTO Made from the hind quarter of a domestic pig or wild boar this slightly sweet and nutty, classic, cured meat takes almost 2 years to create. Best served sliced as thinly as possible with melon or as part of the Tuscan favorite: tagliatelle with seasonal vegetables.

ITALIAN CURED MEATS

4. SOPPRESSATA Originating in the Southern regions of Italy, this dry-cured meat is traditionally made from ground pork and formed into sausage. To the north in Tuscany, leftover cuts of the pig are used instead of the choice cuts. Spicier than other offerings Soppressata has a distinctive orange-red color.

5. MORTADELLA This Italian bologna is everything that your childhood sandwich wasn't. Made of ground pork with black pepper, nutmeg, and chopped pistachios the flavor is delicate and light enough to pair with white wines. Traditionally served sliced thin on sandwich or with a honey drizzle on a salumi board.

CREATING A SALUMI BOARD

The key to a great board is a variety of styles and accompaniments. Try adding olives, breadsticks, mild and sharp cheeses, and pickled vegetables for contrast.



Tenuta Sassoregale

Sangiovese Maremma Toscana
DOC 2016

Buying Italian meats and
cheeses is a fairly simple task



Tenuta Sassoregale

Sangiovese Maremma Toscana
DOC 2016

Buying Italian meats and
cheeses is a fairly simple task

This is a food wine



Santa Margherita sell sheet



GRAPES: 100% Pinot Grigio

ORIGIN: Adige River Valley (including Alto Adige and Valadige)

CLIMATE: Cool continental with significant day-night temperature variation


DOMINANT SOIL TYPE: A broad spectrum as this valley was formed by glacier movements; the alluvial soils are medium in texture with many stones


MIN/MAX ELEVATION: 200 to 450 meters


SRP: \$28

UPC: 6 32987 20020 5

Social Media

 santamargheritawines.com

 [@santamargheritausa](https://www.instagram.com/santamargheritausa)

 [/santamargheritausa/](https://www.facebook.com/santamargheritausa/)



Santa Margherita Pinot Grigio

A true classic, this iconic Pinot Grigio pairs beautifully with a wide variety of dishes.

WINERY BACKGROUND:

Founded in 1935 by Gaetano Marzotto, Santa Margherita was named after Gaetano's much loved wife, Margherita. Making Prosecco as long ago as 1952, Santa Margherita Pinot Grigio gained its iconic status after 1961, when it was the first Italian Pinot Grigio vinified as a monovarietal and off the copper-colored skins thereby enhancing the freshness of the fruit and bringing out the wine's enormous versatility at the table. The illustration on the label is of the historical Marzotto home (that was subsequently donated to the town), Villa Marzotto, which stands in the town of Portogruaro, about an hour outside of Venice.

VINEYARDS & WINEMAKING DETAILS:

Vinifying Pinot Grigio off its skins makes the wine more transparent to the land it was grown on and Santa Margherita's oenologists have been keenly focused on the Adige River Valley (including Alto Adige and Valadige) for the vineyards that stand out for their appeal on the palate.

Hand harvested to maintain the integrity of the fruit, the grapes are fed by gravity into the press that is flushed with inert gas (to push out oxygen which would damage the delicate aromas of the Pinot Grigio). From there, the wine is made as simply as possible: fermented at cool temperatures in stainless steel tanks to preserve the fresh aromas and flavors. After resting briefly in a mis of stainless steel and cement tanks, the wine is then bottled in our new state-of-the-art bottling facility (built in 2017) and finished with Diam corks (to ensure consistency from bottle to bottle).

We pride ourselves on being eco-friendly, employing the highest standards of sustainable agriculture with a reduction of fertilizers, water savings and organic farming where possible. Our winery is 100% energy self-sustained using both solar and biomass energy production.

TASTING NOTES & FOOD PAIRING SUGGESTIONS:

The wine is dry with intense aromas and appealing flavors of Golden Delicious apples and citrus with a long, multi-layered finish. Excellent as an aperitif and with a medium body that makes it versatile to pair with everything from salads to chicken or grilled fish. Wonderful pairing ideas include Butter Lettuce with Apples, Walnuts and Pomegranate Seeds, Pizza topped with Prosciutto and Arugula, Scallops with Tarragon Cream, or Tagliatelle with Italian Olive Oil, Lemon Zest and Pine Nuts.



Santa Margherita sell sheet



Santa Margherita Pinot Grigio

A true classic, this iconic Pinot Grigio pairs beautifully with a wide variety of dishes.

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Founded in 1935 by Gaetano Marzotto, Santa Margherita was named after

TASTING NOTES & FOOD PAIRING SUGGESTIONS:

The wine is dry with intense aromas and appealing flavors of Golden Delicious apples and citrus with a long, multi-layered finish. Excellent as an aperitif and with a medium body that makes it versatile to pair with everything from salads to chicken or grilled fish. Wonderful pairing ideas include Butter Lettuce with Apples, Walnuts and Pomegranate Seeds, Pizza topped with Prosciutto and Arugula, Scallops with Tarragon Cream, or Tagliatelle with Italian Olive Oil, Lemon Zest and Pine Nuts.

as this valley was formed by glacier movements; the alluvial soils are medium in texture with many stones

MIN/MAX ELEVATION: 200 to 450 meters

SRP: \$28


UPC: 6 32987 20020 5


TASTING NOTES & FOOD PAIRING SUGGESTIONS:

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“Wonderful pairing ideas include...”

 santamargheritawines.com

 [@santamargheritausa](https://www.instagram.com/santamargheritausa)

 [/santamargheritausa/](https://www.facebook.com/santamargheritausa/)



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Tell the story / Tell a story

Broaden the Pairings Suggestions



E. Guigal

Côte Rôtie Brune et Blonde de
Guigal 1997

~13.5%

\$75

Wine
#8



When you hear Côte Rôtie,
what flavor comes to mind?





Côte Rôtie Flavor Profile

ON WINE

The Bacony Goodness of Côte-Rôtie

By Jay McInerney

December 3, 2011

One morning after waking up on a friend's couch following a night of plentiful wine, I was sharing breakfast with my host and his 4-year-old son, who broke the silence by asking—or, as it seemed to me, shrieking—"Dad, is there anybody who doesn't like bacon?" "That's a good question," replied the father thoughtfully, pronging another strip of the good stuff.

Côte Rôtie Flavor Profiles

DINING & WINE

Preserving the Language of Côte-Rôtie



Eric Asimov

THE POUR FEB. 6, 2012

is represented by an '89 Guigal La Mouline. It has
a of licorice and smoked meat, but even at alm

could detect a pleasing
savory scent of roasted
meat underneath the sweet
vener. A Christophe

bacon. W



Côte Rôtie Flavor Profiles

Jeb Dunnuck, Wine Advocate

Robert Parker
WINE ADVOCATE

Jeb Dunnuck

01 Dec 2014 | People & Places

“bacon fat”

decadent, the **2003 Côte Rôtie Brune et Blonde** is loaded with notions

... concentrated wine that has s...
... nevertheless continue to evolve g...

lineup, the **2002 Côte Rôtie Brune et Blonde** possesses notions of un...
forward, juicy and yet nicely balanced package. Drink 'em if you have '...

2001 Côte Rôtie Brune et Blonde is medium-bodied, clean and classy...
styled fruits, spice box, dried flowers and hints of bacon fat and olive...

fresh, lively feel, it too should be consumed over the coming 3 to 5 year...



Côte Rôtie Flavor Profiles



WINE FOLLY

Learn About Wine January 8, 2016

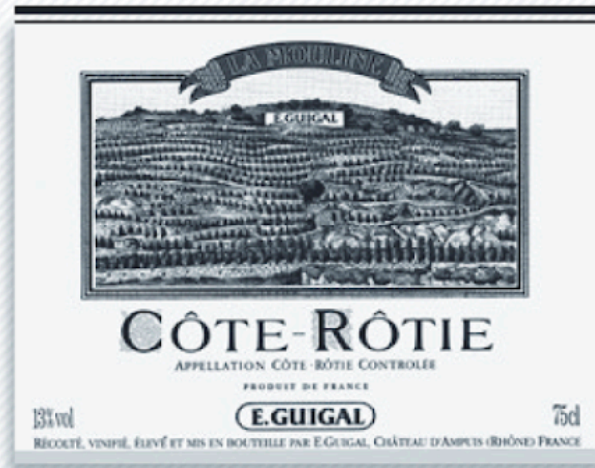
Côte Rôtie

Côte Rôtie or “roasted slope” is one of the most important French appellations for Syrah (alongside Hermitage and Cornas). The best wines offer up flavors of black raspberry, black currant, violet and chocolate along with savory hints of olive, bacon fat, white pepper and powerful charcoal smoke. They are bold yet precise with fine grained tannins.



Côte Rôtie Flavor Profiles

Karen MacNeil, The Wine Bible



“...a dramatic, almost primal gaminess...”

E. GUIGAL

CÔTE-RÔTIE | LA MOULINE

Almost entirely syrah, with a trace of viognier

Guigal is one of the most outstanding producers in the Rhône, year in and year out making textbook Rhônes, sensuous wines of profound depth and concentration. When I was just beginning my wine career, it was a Guigal Côte-Rôtie, Brune et Blonde, (a blend of grapes from two vineyards evocatively named the brunette and the blonde), that convinced me that nothing on earth was quite as mesmerizing, as intellectually riveting as a great wine. I still love Brune et Blonde, but if one of Guigal's stars shines just a little bit brighter than all the others, it is its Côte-Rôtie known as La Mouline, one of three esteemed single-vineyard wines in the Guigal portfolio (the other two are La Turque and La Landonne, leading producers to give them the nickname “the La La's”). Sweetly rich and ripe, a great La Mouline is fat with velvety-textured boysenberry/cassis fruit interwoven with violets and exotic spices, and buttressed against a dramatic, almost primal gaminess. The heady aroma alone is enough to stop you in your tracks.

Côte Rôtie Flavor Profiles

V I N T U S

E. GUIGAL

Côte-Rôtie Brune et Blonde

Guigal's Côte-Rôtie Brune et Blonde is a wine of finesse and complexity that ages beautifully, developing aromas and flavors of black pepper, spice, licorice, and game. It is a truly great expression of Cote-Rotie.



Côte-Rôtie "Brune & Blonde de GUIGAL"

E. Guigal

Côte Rôtie Brune et Blonde
1997

2010 | **2011** | 2012 | 2013 | 2014 | 2015 |

Parcelles en terrasses escarpées, sols schisteux et silico-calcaires en Côte-Blonde et riches en oxydes de fer en Côte-Brune.

► Encépagement

96% Syrah, 4 % Viognier

► Age moyens des vignes

35 ans environ.

► Vinifications

Vendanges manuelles et triage des raisins, puis pigeages réguliers et contrôle des températures de fermentations en cuves inox closes pendant près de trois semaines.

► Elevage

Elevage de 36 mois minimum en fûts de chêne. 50% bois neuf.

Rendements

37 Hl/hectare

► Production

290.000 bouteilles environ.

► Dégustation

Visuel : Robe sombre de couleur rouge rubis.

Olfactif : Epices, petits fruits rouges et arômes délicats du bois.

Gustatif : Vin aux tanins ronds et fondus. Arômes de framboises, de mûres et de vanille.

Ensemble : Harmonie entre une acidité imperceptible, des tanins lui conférant une bonne garde mais adoucis par un affinage prolongé sous bois.



Imprimer la fiche



Côte-Rôtie "Brune & Blonde de GUIGAL"

E. Guigal

2010 | 2011 | 2012 | 2013 | 2014 | 2015 |

Côte Rôtie Brune et Blonde
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► Dégustation

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Ensemble : Harmonie entre une acidité imperceptible, des tanins lui conférant une bonne garde mais adoucis par un affinage prolongé sous bois.

Rendements

/hectare

Production

100 bouteilles environ.

Dégustation

Visuel : Robe sombre de couleur rouge rubis.

Olfactif : Epices, petits fruits rouges et arômes délicats du bois.

Gustatif : Vin aux tanins ronds et fondus. Arômes de framboises, de mûres et de vanille.

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Imprimer la fiche





Where did bacon come from?



Côte Rôtie Flavor Profiles

2003

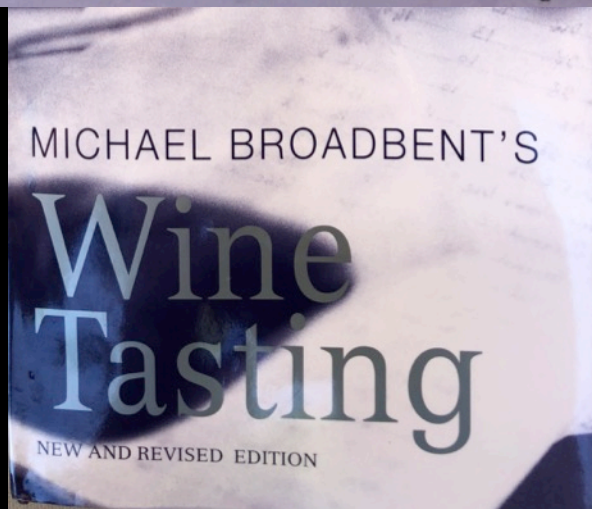
MITCHELL
BEAZLEY

in Franconia where, known as Silvaner, it produces great wines.

Syrah Fine variety grown in the Rhône Valley, responsible for red Hermitage and Côte-Rôtie. Also used in Châteauneuf-du-Pape, the Midi, Australia, and California, (*see also* Shiraz).

Tannat Makes tough, tannic reds in Madiran, south west France.

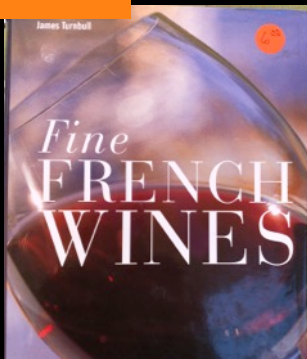
Tempranillo The most important Spanish red grape.



Côte Rôtie Flavor Profiles

2002

“Very dark, rich, spicy and complex”

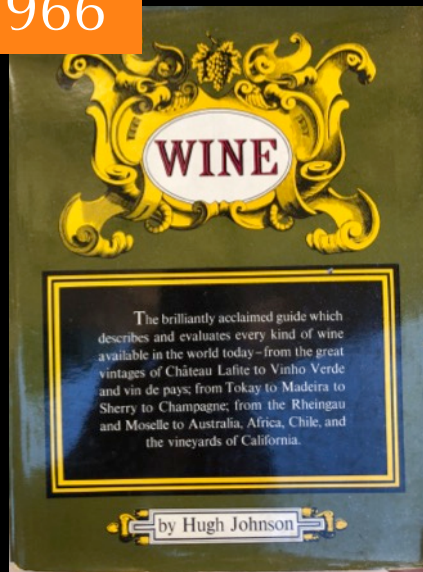


James Turnbull



Côte Rôtie Flavor Profiles

1966



“Scented like lovely soft fruit”

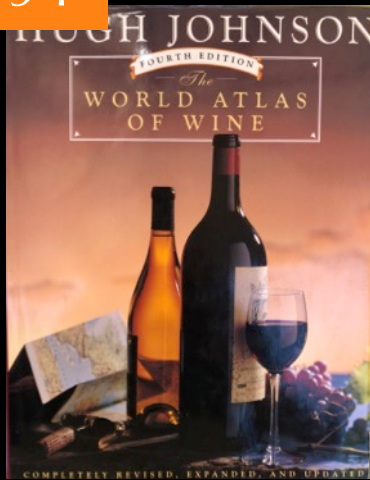
“Like an elder brother to Beaujolais”

Côte Rôtie

There are few names to remember in the Rhône valley, despite the fact that the vineyards stretch almost from Lyons to Avignon. Like the white wines, the reds are found in three principal places on the way. The first and (at any rate, by reputation) the best, just north of the vineyards of the great white Château Grillet at Condrieu, is the Côte Rôtie—the roasted hill. Its vineyards and production are both small but its wine is excellent; dark purple when it is young, browning slightly with age, heady, full of flavour and life, scented—more and more as it gets older—like lovely soft fruit. It is like an elder brother to Beaujolais. The Côte Rôtie is divided into two parts, named, so the story goes, after the two daughters of a former proprietor, the Côte Brune and the Côte Blonde. The soil of the two parts corresponds to the description, being darker and lighter, and so, curiously enough, does the wine. I have only once, however, seen which half the wine came from specified on a wine-list. Proprietors who, like those in Burgundy, usually have several small plots, make their wine with grapes from both.

Côte Rôtie Flavor Profiles

1994



Côte Rôtie and Condrieu

Département boundary
Commune (parish) boundary
Limit of Appellation
Appellation Condrieu and Côte Rôtie
Appellation St-Joseph
Woods
Contour interval 20 metres

1:61,540
Km 0 1 Km
Miles 0 1 Mile

“Ultimate soft-fruity finesse”

“Southern in warmth but closer to the best Bordeaux in the way firm tannins support delicate flavors”



Rôtie. This tiny vineyard, hugging the granite western walls of the valley at Ampuis in perilous terraces, astonishes all who discover it with wines of the ultimate soft-fruity finesse, southern in warmth but closer to the best Bordeaux in the way firm tannin supports delicate flavours. Côte Rôtie is certainly Roman or earlier in origin. Up to the 19th century its wine was sold by the base of 76 litres; the measure of a double amphora. It has always maintained its almost secret niche as one of France's greatest wines. When this Atlas was first published, in 1971, its total was only 173 acres (70 hectares) and dwindling. Its price barely justified the hard work. Writers have since 'discovered' it, prices have risen steeply, and in 20 years the vineyards have doubled. Unfortunately the steep hillsides are finite, so expansion has had to be on the plateau above where conditions are less propitious. The original vineyards are clearly seen on the map, centring on the Côte Blonde, of sandy/slaty soil with a pale limestone element, and the

is darkened by...
not in style their...
n blended by...
Côte Rôtie; a...
Côte Rôtie; a...
practice now modified by several growers, led...
appellation, the...
tting his single...
, La Landonne...
arately and age...
e as close as any...
omanée-Conti...
s, impressed by...
lways for lovers...
tie, matured in...
re.
e even smaller...
ose grape, the...
and magically...
fragrant white wine - in minute quantities. A small percentage of the valley at Ampuis in perilous terraces, astonishes all who discover it with wines of the ultimate soft-fruity finesse, southern in warmth but closer to the best Bordeaux in the way firm tannin supports delicate flavours. Côte Rôtie is certainly Roman or earlier in origin. Up to the 19th century its wine was sold by the base of 76 litres; the measure of a double amphora. It has always maintained its almost secret niche as one of France's greatest wines. When this Atlas was first published, in 1971, its total was only 173 acres (70 hectares) and dwindling. Its price barely justified the hard work. Writers have since 'discovered' it, prices have risen steeply, and in 20 years the vineyards have doubled. Unfortunately the steep hillsides are finite, so expansion has had to be on the plateau above where conditions are less propitious. The original vineyards are clearly seen on the map, centring on the Côte Blonde, of sandy/slaty soil with a pale limestone element, and the

Georges Vernay is leader of the appellation with his Coteaux du Vernon, followed by Château du Rozay, Guigal and Pierre Dumazet. Condrieu, too, is growing, from 30 acres (12 hectares) to over 148 (60 hectares), not always in the awkward inaccessible spots where the finicky Viognier flourishes. Theoretically best of all is Château Grillet: 9.4 acres (3.8 hectares) in a privileged microclimate with its own appellation - reflected more in its price than its quality. These precious but essentially fragile wines, are so attractive young that there is little incentive to keep them. Better to drink them young before the bloom goes off them.



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Conforms to or Differs from Type

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You Can Use Modern Technologies

Educate on Wine, not just Your Wine

Tell the story / Tell a story

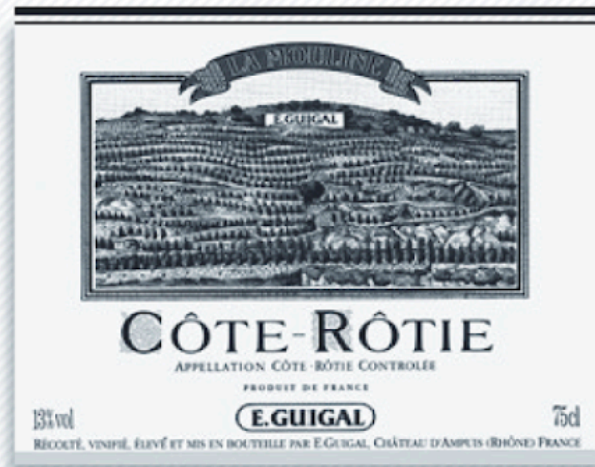
Broaden the Pairings Suggestions

Write Well



Côte Rôtie Flavor Profiles

Karen MacNeil, The Wine Bible



“It was a Brune et Blonde that convinced me that nothing on earth was quite as mesmerizing, as intellectually riveting as a great wine”

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Almost entirely syrah, with a trace of viognier

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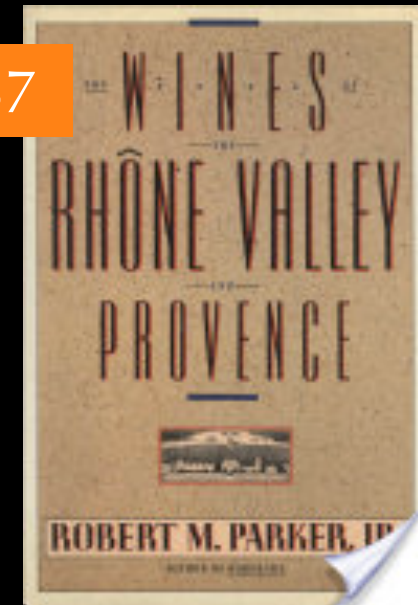
Everyone who mentioned bacon
or meat was American

But who mentioned it first?



Côte Rôtie Flavor Profiles

1987



PAUL JABOULET AINÉ ***

This great house, founded in 1834, is located in the heart of the Côte Rôtie.

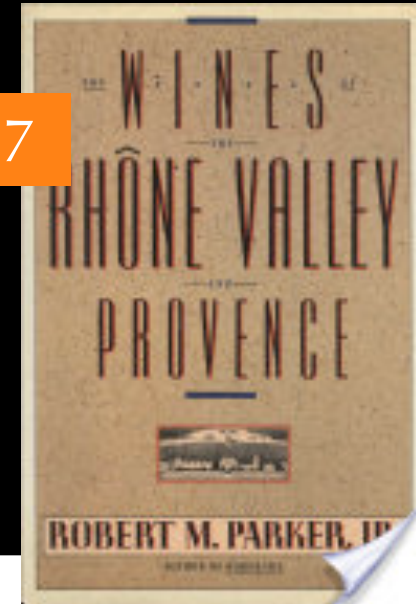
1980 • 82—*Côte Rôtie*—Rather light for a Côte Rôtie, but fully mature or à point, as the French say, with a smoky, bacon fat nose intermingled with berry fruit, soft, medium-bodied, not concentrated but certainly fine for uncritical tasting, this wine has a touch of sharp acidity in the finish. Anticipated maturity: now-1989. Last tasted 12/84.

1979 • 84—*Côte Rôtie*—Ripe, rich, open-knit, toasty, soft, fruity flavors



Côte Rôtie Flavor Profiles

1987



JOSEPH JAMET ****

Joseph Jamet is unquestionably one of the finest growers in Côte Rôtie. He owns just under nine acres of well-situated hillside vineyards. The wines are very traditionally made here. There is no destemming and the wine spends a long time on the skins—usually three weeks. Afterwards, Jamet ages his wines at least two years in oak barrels prior to bottling. One year is spent in large old wooden foudres, and the second year in small used oak barrels. His wines are deeply colored, have the characteristic smoky, **bacon** fat aroma, often the scent of raspberry jam, and according to Jamet, “les arômes des violettes.”



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Coin a new flavor



Where Does Bacon Flavor Come From?

**THE
GLOBE
AND
MAIL** 

I recently had a red wine that tasted like smoky bacon. Can you suggest wines with a similar flavour?

It may give you pause to learn that in some cases the bacon essence you speak of is associated with a spoilage yeast called Brettanomyces, which can linger in places like dirty oak barrels and make its way into the wine. Too much Brett renders a wine off-putting, but in small doses, it can, in the opinion of many connoisseurs, be a good thing. Who doesn't love bacon, especially when it involves red wine and zero fat?



Where Does Bacon Flavor Come From?

“I wanted to do a bacon wine a couple years ago. It was going to be Apothic Smoke”

“A lot of the flavors come from the wood treatments”

- Courtney, Gallo



Where Does Bacon Flavor Come From?

“The bacony characteristic cuts across all of Cote Rotie regardless of barrel type

I think it's part of the distinct flavor profile of Syrah”

- Alex, Vintus



M. Chapoutier

Côte Rôtie La Mordorée 2008

Wine
#9

~13.5%

\$135



M. Chapoutier

Côte Rôtie La Mordorée 2008

CÔTE-RÔTIE

RED



ZOOM



VINTAGE 2008

	Price	Quantity	
The 1,50 L. bottle	260,00 €	<input type="text"/>	Order
The 75 cl. bottle	129,00 €	<input type="text"/>	Order

Other vintages: [2015](#), [2014](#), [2013](#), [2011](#), [2010](#), [2007](#), [2006](#), [2005](#), [2004](#), [2003](#), [2002](#), [2001](#), [2000](#), [1999](#), [1998](#), [1997](#), [1996](#), [1995](#), [1994](#)

Tasting

Colour : deep red.

Nose : raspberry, a hint of violet, predominant of spices, touch of black olive and "tapenade", rosemary.

Mouth : ample, elegant, very well-structured and balanced.

According to the vintage, the wine can be kept from 30 to 60 years, indeed from 50 to 75 years.

Sommelier tips

Small game (pheasant, duck)

Tender, red meat

Dishes in red wine sauces

Soft cheeses

Quoted value

Vinous - Antonio Galloni

93

[All quoted values](#)



M. Chapoutier

Côte Rôtie La Mordorée 2008

CÔTE-RÔTIE

RED



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All quoted values



Quoted val

Vinous - Antoni

93

Côte Rôtie Flavor Profiles

How would you describe Côte Rôtie?

“Cote Rotie means roasted meats, aniseed, garrigue, dark olives, tapenade, minerality, earthiness, summer road tar, coffee, cocoa, cola, roasted cola nuts”

- *Tim, Terlato*



Côte Rôtie Flavor Profiles

How would you describe Côte Rôtie?

“Côte Rôtie has a dark flavor. It’s brooding”

- Tim, Terlato



What Does Brooding Mean?



COLUMBIA VALLEY

WINERY Ardor Cellars
GRAPE Syrah
WINE Lawrence Vineyard
YEAR 2013



Berries & Licorice

Dark and brooding, with plum skin and confitured dark berries and licorice. A hint of savory herbs and a pleasing salivty provide great complexity. The palate is ripe and round with soft tannins and a lively acid laced finish.

VINO VOLO

\$43 bottle

What Does Brooding Mean?

WINE

Lawrence Vineyard

YEAR

2013



Berries & Licorice

Dark and brooding, with p and confitured dark berries licorice. A hint of savory h a pleasing salivty provide complexity. The palate is round with soft tannins a acid laced finish.

Brooding

brood·ing

/'br̄oʊdɪŋ/ 

adjective

showing deep unhappiness of thought.

"he stared with brooding eyes"

- appearing darkly menacing.
"a dark, brooding landscape"



Brooding

“Brooding for me is intensity and texture and when you take a sip you have to think about it for a while. It’s a little inaccessible. Thought provoking. Intriguing. It has so much character and complexity and you step back and wonder, how is this happening?”

- Tim, Terlato



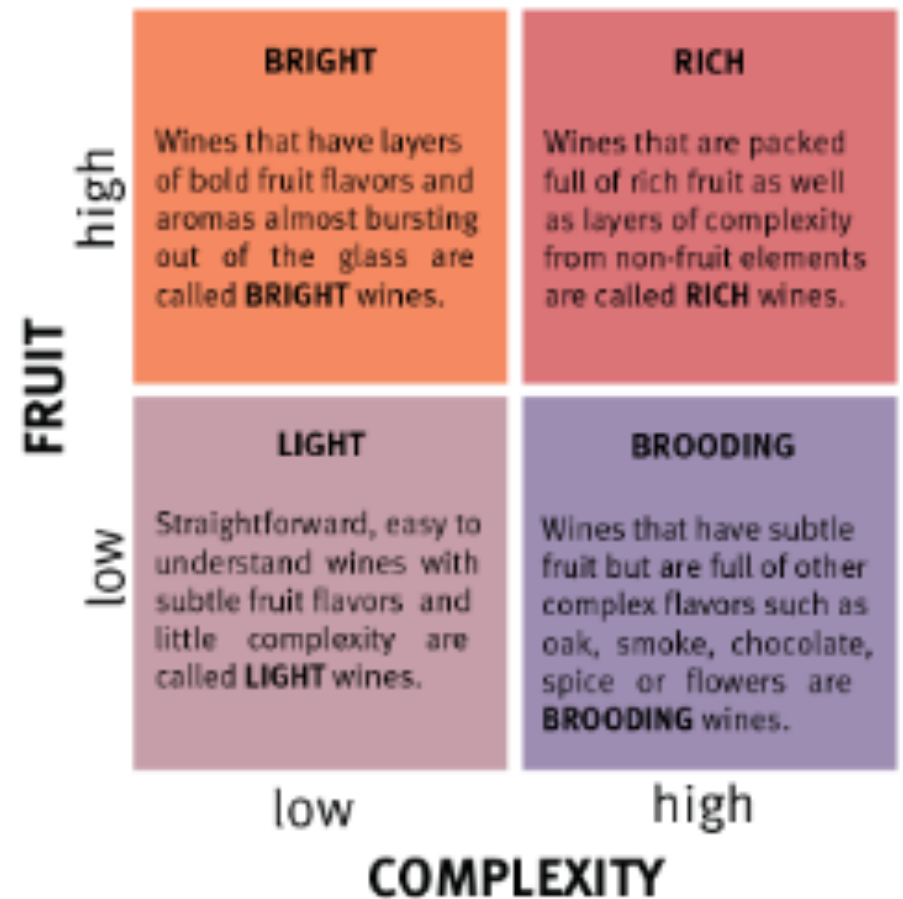
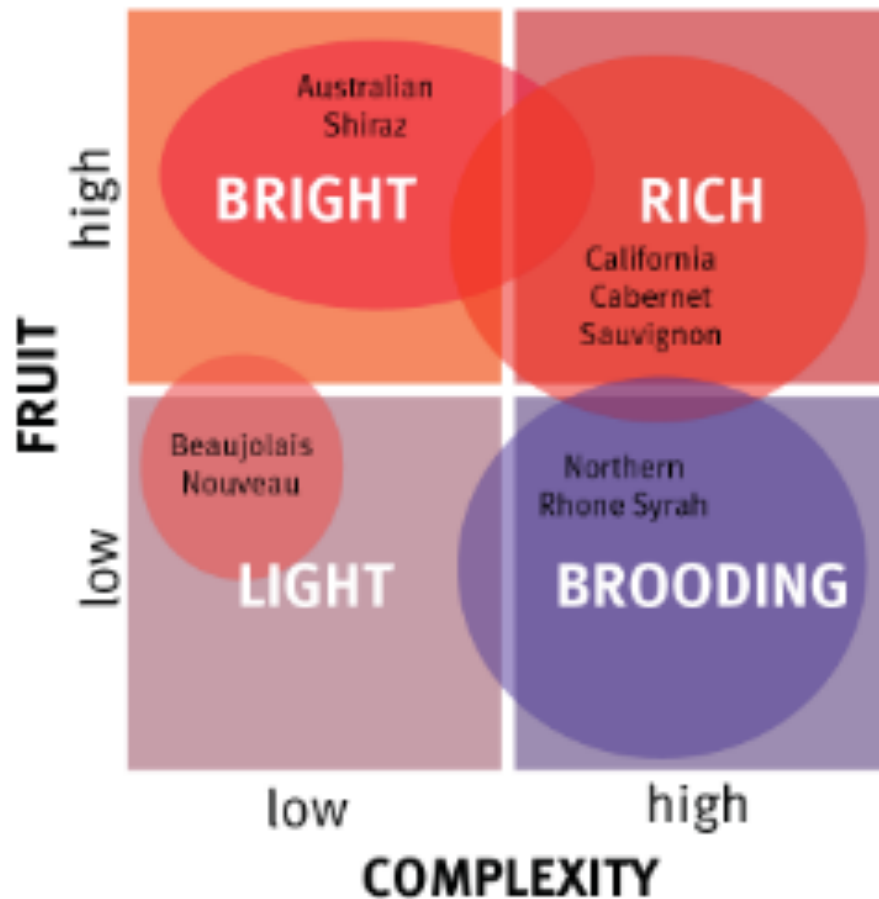
Brooding

“Brooding means more earthy more savory”

- *Brandon Kubrock, Winemaker, Ardor Cellars WA*



Vino Volo chain website



Côte Rôtie Flavor Profiles

“Bacon notes actually come from a heavy toasted barrel, which you want for Syrah.

When you see people getting bacon, that’s less likely in WA because we use say 25-30% new oak instead of 100% so the bacon is getting dialed back”

- *Brandon Kubrock, Winemaker, Ardor Cellars*



Justin

ISOSCELES Paso Robles 2015

76% Cabernet Sauvignon,
13% Cabernet Franc,
11% Merlot

21 months in 100% new
French oak

15%

\$75



Wine
#10





Justin

ISOSCELES Paso Robles 2015



CELES

Philosophy

In 1987, we made our first vintage of a wine styled after the famous First Growth producers of Bordeaux, created with the same uncompromising care as the Grands Vins of those venerable chateaux. For more than 25 vintages, ISOSCELES has been our flagship wine and quality benchmark for this style of wine here on the Central Coast of California. A blend based on Cabernet Sauvignon supported by Cabernet Franc and Merlot, the 2015 ISOSCELES shows why Paso Robles is such a great place to grow these varieties. While the 2015 ISOSCELES projects the cooler nature of this vintage with ripe red and black fruit and structure that could point to keeping a few bottles in the cellar, it's so good now that you may want to enjoy a bottle or two right away.

“Styled after the famous First Growths

Shows why Paso Robles is such a great place to grow these varieties”

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Justin

ISOSCELES Paso Robles 2015

ISOSCELES

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Tasting Notes by Jim Gerakaris, CWE - JUSTIN Winery Sommelier

Appearance: Dark ruby purple core with a black hue, lighter at the rim and more ruby in color. Moderate plus viscosity with moderate tearing and light staining on the glass.

Aroma: Very aromatic, complex and layered with vibrant red cherry, ripe black cherry and blackcurrant fruit, vanilla and cinnamon spice, with camphor and licorice, savory cigar box notes and an attractive, youthful toasted oak underpinning.

Palate: Dry and full bodied, layered with red and black cherry, cassis and complex baking spice on the entry. Sweet tobacco and classic savory pencil-like notes of cedar and graphite with a little cocoa emerge on the crisp mid-palate with firm chewy tannins lasting into a long, complex finish that shows a parade of fruit and spice balanced with constantly evolving textures and savory notes. Try the 2015 ISOSCELES right now with a simply seasoned oak grilled prime ribeye steak, or wait a few years to enjoy its added complexity with the layered flavors of slowly braised lamb shanks.

Paso Robles

Bottling Data:
pH: 3.69

Total Acidity: 0.63 g/100ml
Alcohol: 15% by volume

Release Date:
January 2018

Palate: Dry and full bodied, layered with red and black cherry, cassis and complex baking spice on the entry. Sweet tobacco and classic savory pencil-like notes of cedar and graphite with a little cocoa emerge on the crisp mid-palate with firm chewy tannins lasting into a long, complex finish that shows a parade of fruit and spice balanced with constantly evolving textures and savory notes. Try the 2015 ISOSCELES right now with a simply seasoned oak grilled prime ribeye steak, or wait a few years to enjoy its added complexity with the layered flavors of slowly braised lamb shanks.

11680 CHIMNEY ROCK ROAD, PASO ROBLES, CA 93446 | 805.238.6932 | WINESOCIETY@JUSTINWINE.COM

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Justin

ISOSCELES Paso Robles 2015

Tasting Notes by Jim Gerakaris, CWE - JUSTIN Winery Sommelier

Appearance

Dark ruby purple core with a black hue, lighter at the rim and more ruby in color. Moderate plus viscosity with moderate tearing and light staining on the glass.

Aroma

Very aromatic, complex and layered with vibrant red cherry, ripe black cherry and blackcurrant fruit, vanilla and cinnamon spice, with camphor and licorice, savory cigar box notes and an attractive, youthful toasted oak underpinning.



Justin

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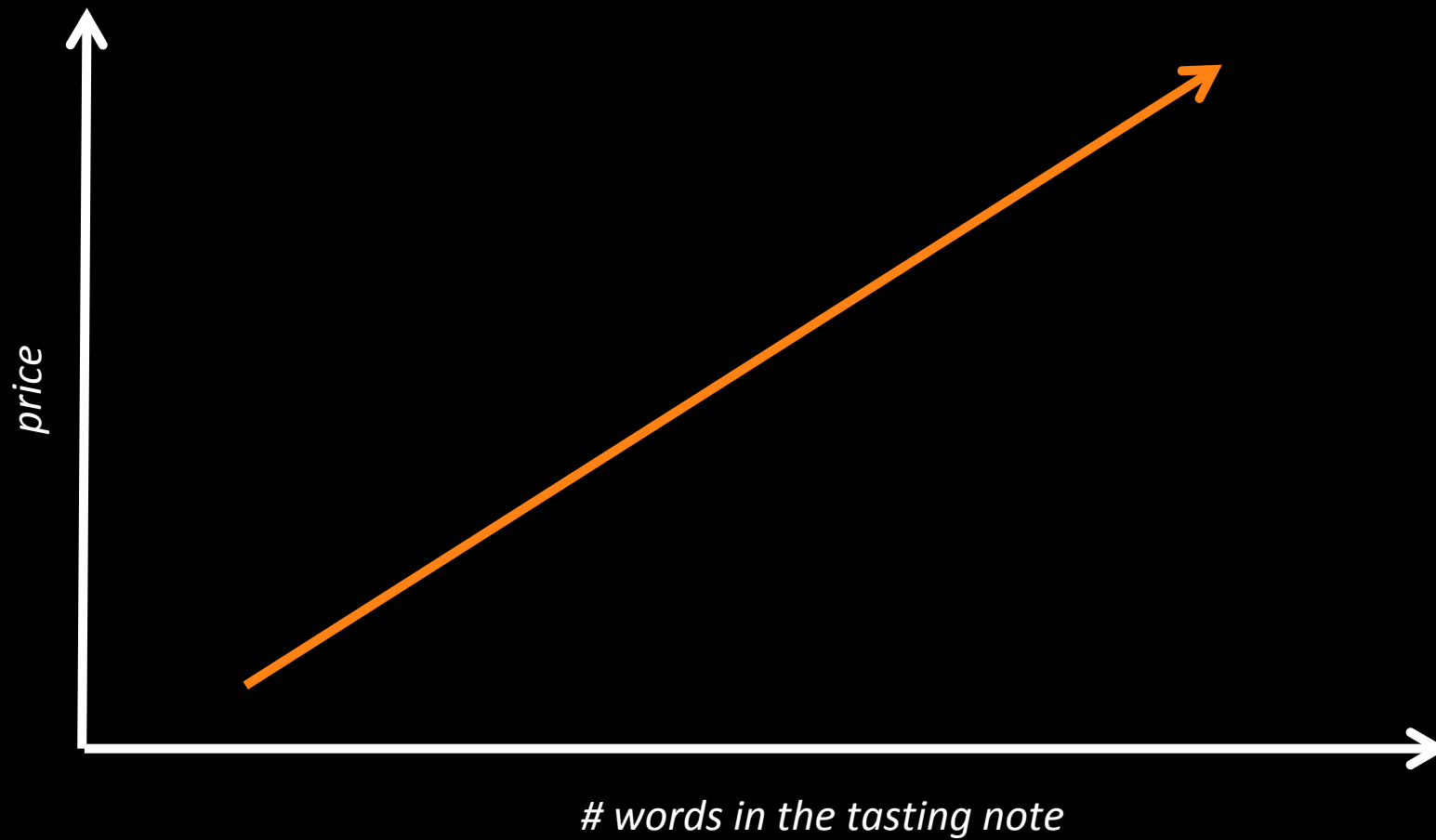
Palate

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Justin

ISOSCELES Paso Robles 2015



Chateau Petrus

MAISONS MARQUES & DOMAINES

PETRUS



Château Petrus

Château Petrus

Pomerol, France

Vintage: 2014

Overview

Little known 50 years ago, this château has seen the rise of a myth about the uniqueness of its wine. The wine's inimitability is due to many factors including an exceptional terroir. The vineyard is 40 meters above sea level, the highest point of the appellation, and has a layer of heavy clay soil and an iron subsoil. These are ideal conditions for the expression of the Merlot grape. With such a special terroir, the approach in the vineyard and cellar is traditional and respectful.

Winemaking

The 11.5-hectare vineyard of Pétrus is located on a plateau in the eastern portion of Pomerol. 100% is planted with Merlot grapes. The soil consists of a high percentage of iron-rich clay. The estate was among the first in Bordeaux to implement green-harvesting as a way to lower crop yields and raise the quality of the remaining grapes. The yield is among the lowest in Bordeaux partly through éclaircissage or green-harvesting to concentrate the power and quality of the remaining crop (eliminating up to 50% of the crop in certain years). What makes the terroir of Pétrus so unique? The clay soils of Pétrus are at least 40 million years old. The thick gravel on the surrounding plateau is only 1 million years old. There are two layers of clay at

combined concrete tanks. The blend, very often pure Merlot, is declassified in December and the young wine is aged in 50% new French oak for 18 months.

Tasting Notes

Pétrus displays an intense color, a rich and complex nose and an opulent fruit. In great vintages, the wine can easily be kept 25 years or more.

TECHNICAL INFORMATION

Varietals: 95% Merlot, 5% Cabernet Franc

Tasting Notes

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“now with a simply grilled prime ribeye steak

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Relevance Checklist

Simpler Can Be Better

What Makes Your Wine Different?

Can You Trust Your Source?

Conforms to or Differs from Type

Show the People Behind the Wine

You Can Use Modern Technologies

Educate on Wine, not just Your Wine

Tell the story / Tell a story

Broaden the Pairings Suggestions

Write Well

Coin a new flavor



Justin

ROBERT PARKER'S THE WINE ADVOCATE **90 POINTS**

2013 ISOSCELES

"A blend of 75% Cabernet Sauvignon, 16% Cabernet Franc and 9% Merlot, the 2013 Isosceles has a nose of black currant cordial, stewed plums and black forest cake with a hint of earthy undercurrent. The full-bodied palate fills the mouth with layers of red and spicy layers, supported by chewy tannins."

Too many scoring systems?

Do you trust the scorer?

What about awards?



Most Awarded Wine Brand in the World



DESIGNATED DELICIOUS

Barefoot is honored to be the most awarded wine brand in the world for its innovative approach to winemaking and diverse collection of delicious, refreshing wines that are constantly making new friends around the globe.

her wines have received over 2,000 medals

Firriato

Ribeca Sicilia DOC 2013

Perricone

10-12 months in French
barriques

14.78%

\$37



Wine
#11





RIBECA

Firriato

Ribeca Sicilia DOC 2013



GRAPE VARIETY

Perricone

VINEYARD LOCATION

Trapani countryside - Pianoro Cuddia Estate

SOIL COMPOSITION

Calcareous - clayey

EXPOSURE

The vineyards have south/south-westerly exposure (200 meters above sea level)

TASTING NOTES

Color: ruby red color and deep purple.

Nose: the superb raw material used to make this wine yields a nose of extraordinary fineness and complexity in which you can perceive scents of marasca cherry jam, blackberries and prunes with nuances of cloves, ginger, juniper, ink and liquorice.

Palate: it displays a structure of elegant aristocracy and Mediterranean lushness, the hallmark of a vital and crisp fruit supported by a precisely balanced acidity that never steps out of line, silky, caressing and dynamic tannins of great charm.

Characteristics: this wine, made from Perricone, a rare endangered grape variety, is always ready to meet a challenge with character and personality; it is clean and sensual, warm and juicy; a marvelous drink that has the privilege of being unlike any other wine.



VINTAGE PRODUCTION

38.000 bottles

FORMATS

75 cl, 1.5 L and 3 L

SERVING TEMPERATURE

18°C

RECOMMENDED GLASS

Wide rounded glass for fine wines

TASTING NOTES

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A CAMPAIGN FINANCED ACCORDING TO EC REGULATIONS N. 1308/13



Firriato

Ribeca Sicilia DOC 2013

Website

“...the bouquet offers a captivating revelation

Unrivalled riches fragrant with Sicilian character”

the complexity of the bouquet offers a captivating revelation of delicate notes of blackberries, plums and Marasca cherries, accompanied by sensitive nuances of liquorice, ginger, cloves and juniper berries.

Unrivalled riches fragrant with Sicilian character.

Firriato

Ribeca Sicilia DOC 2013

Sell Sheet

Palate:
“It displays a structure of elegant aristocracy and Mediterranean lushness”



Firriato

Ribeca Sicilia DOC 2013

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“The fresh and irresistible tannins enhance the elegance and sumptuousness of a wine that knows it shines with inimitable charm

Its fruitiness is vivacious and ambitious”

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enhance the elegance and

sumptuousness of a wine that
shines with inimitable
charm. Its fruitiness is
vivacious and ambitious, nicely
balanced with a reduced and
controlled acidity. A clean palate
invites you to enjoy its authentic
fullness.

Firriato

Ribeca Sicilia DOC 2013

Sell Sheet

Characteristics:

“This wine. . . is always ready to meet a challenge with character and personality”



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Sincere Thanks!

Shields Hood

Brian Burke, Empire Merchants

Tim Clark, Terlato

Kathy Falbo, MS Walker

Jim Gerakaris, JUSTIN

Tim Hall, Paul Hobbs

Don Kinnan

Brandon Kubrock, Ardor Cellars

Lars Leight, Banfi

Federico Lombardo di Monte Iato, Firriato

Meridith May, Tasting Panel and Somm Journal

Alex Michas, Vintus

Mystery SMWE employee

Courtney O'Brien, Gallo

Daniela Puglielli, Accent PR

Kristina Sazama, Santa Margherita Group