

**Top Ten Tips**



**For Teaching Wine 101**

Presented by Jane A. Nickles, CSE, CWE

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First things first: **Know your stuff**




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**Mind your language**




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# Tip #1

Choose a focus—you *truly* can't do it all.



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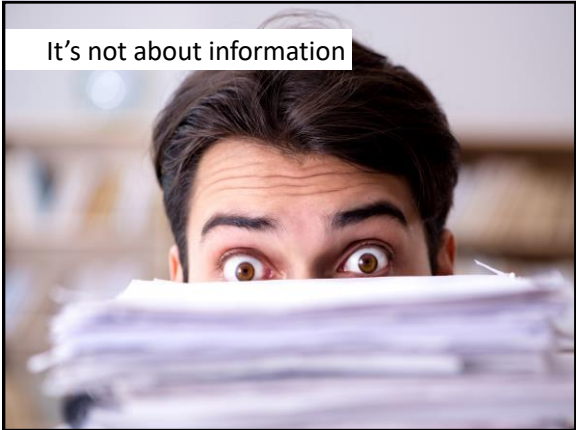
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It's not about information



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**Tip #2**  
Resonate with the audience.

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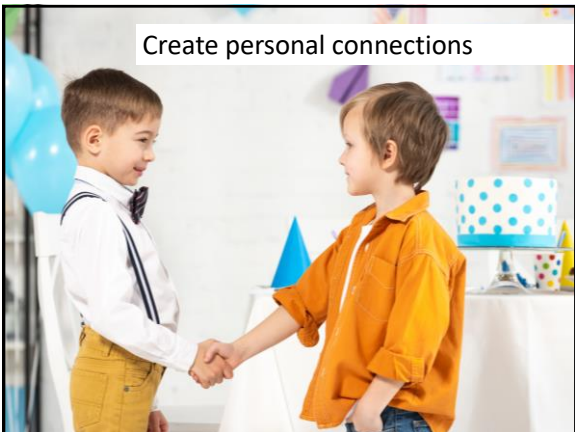
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For the beginners:  
Start off simple

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At the same time, challenge the advanced folks

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A note about handouts...

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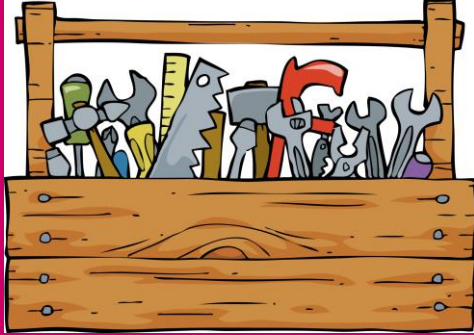
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**Wine Educator's Tool Box**



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**Tip #3**

Give them an *a-ha* moment



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Quick, illuminating moments...



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# Tip #4

Ask questions that everyone can answer.



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## "Secret Weapon" Questions



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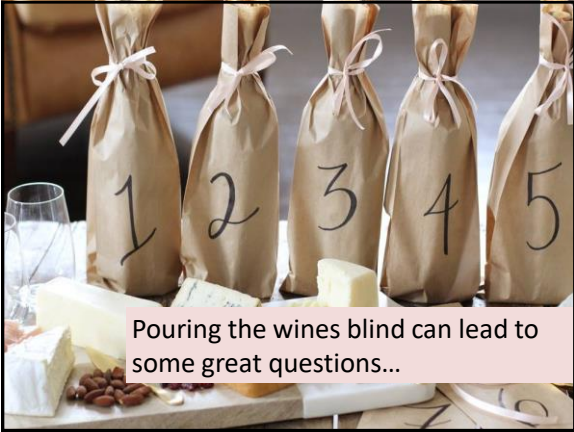
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Pouring the wines blind can lead to some great questions...

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Show them the options

**Red Wine Tasting** **Wine #1**



**Aromas:**

**Fruit:** Cherry Raspberry Blueberry Blackberry Strawberry  
Cranberry Plum Apple Currant Orange OrangePeel Fig Raisin

**Floral:** Rose Lavender Jasmine Honeysuckle Violet DriedFlowers Perfume

**Herbal/Vegetal:** DriedHerbs FreshHerbs GreenBellPepper Mint BayLeaf  
Thyme Sage Dill Rosemary GreenGrass Tobacco

**Earthy:** WetDirt DryLeaves ForestFloor Garrigue Mushroom Truffles Barnyard

**Oak:** Oak Pine Sandalwood Cedar CigarBox Lumberyard

**Spicy:** BlackPepper Anise Vanilla Cinnamon Clove

**Other:** Leather Graphite Mineral Chocolate Cocoa Coconut Smoke Tar

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### Tip #5

Expand their horizons with a round of *Name that Taste!*




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**Gooseberry**  
**Lychee**  
**Passion Fruit**  
**Black Currant**

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**Tip #6**

Use familiar terms to demystify  
*winespeak.*







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Acidity:				
Low "soft" fresh blackberries, very ripe pears	Low/Medium "smooth" ripe apricots, cream of tomato soup	Medium "crisp" fresh red apples	Medium/High "lively" fresh blueberries, red cherries	High "tart" Concord grapes green grapes

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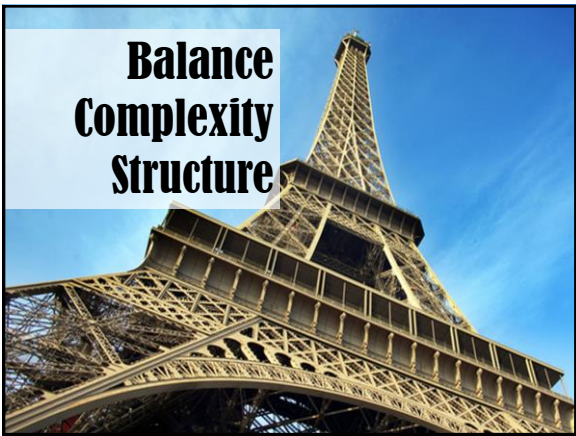
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**Tip #7**  
 Guide folks to an understanding of their palate by asking *why*.

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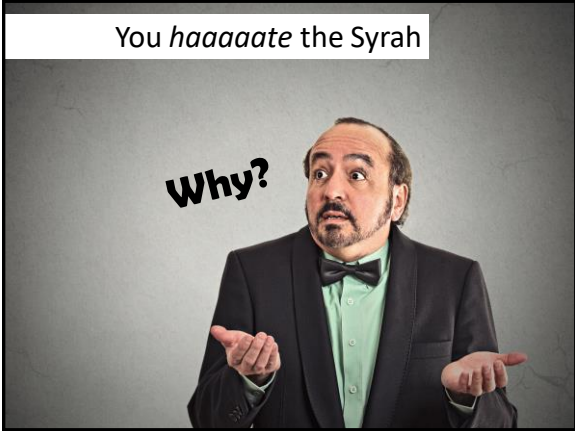
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**Tip #8**

*Quién es Más Macho?*

Use recognizable comparisons/contrasts

A row of five wine glasses, each containing a different colored liquid: red, yellow, pink, orange, and white.

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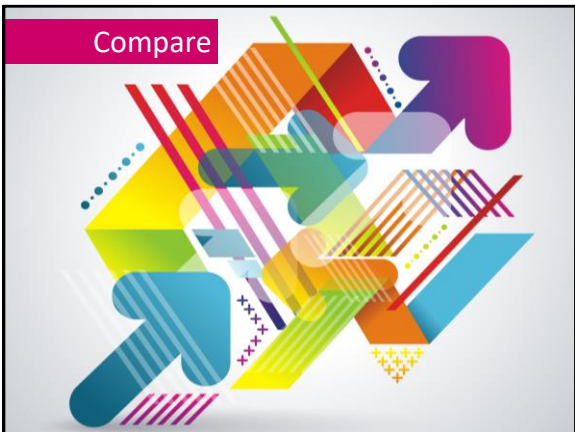
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Least acid.....medium acid.....most acid

Sweetness  
Tannin  
Body  
Aroma  
Finish (short to long)

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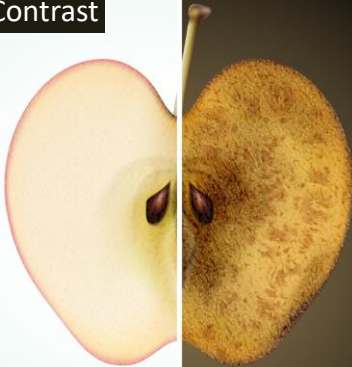
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Contrast




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Fruity vs. Earthy

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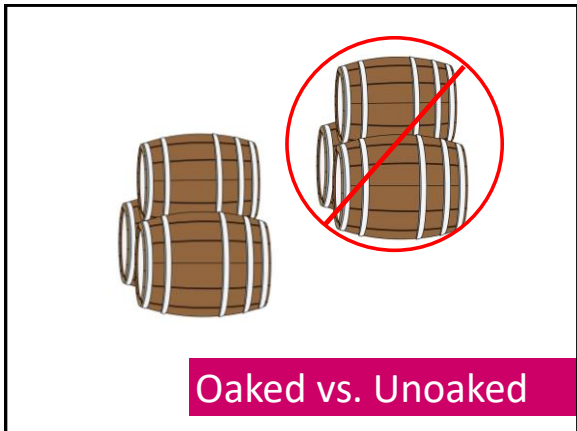
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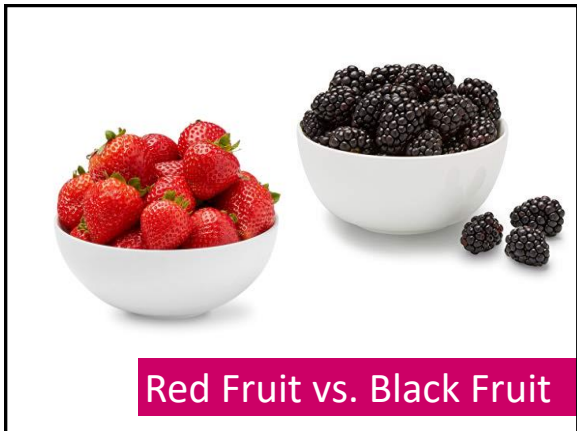
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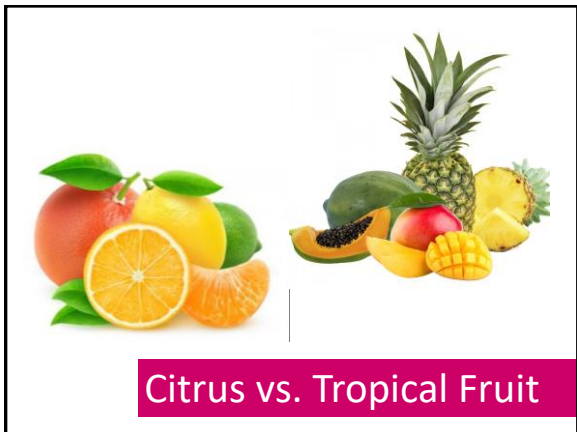
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## Tip #8

For the rowdy bunch: give them a small-group activity.



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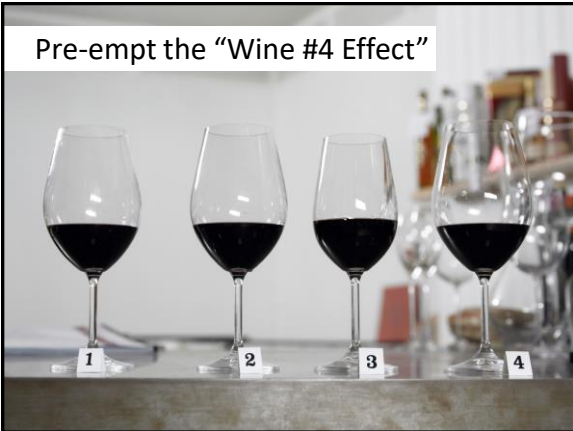
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Pre-empt the "Wine #4 Effect"



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Group activities: rowdy-and-silly



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Group activities: rowdy-but-serious



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## Tip #9

For the show-off: give them the floor (for a short time)



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Give them *(some of the)* attention they crave



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Engage the native speakers



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Plan ahead for advanced students!



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## Tip #10

Use an interactive exercise to summarize and adjourn the class.



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Rank your favorites!



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Write a five-word description



*Refreshing  
Grippy  
Cherry  
Blackberry  
Delicious*

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The Line-Up



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# Wrapping it Up:



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Grab your "sample tasting sheet" handout!



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**Thank you for joining us!**

## Top Ten Tips



**For Teaching Wine 101**

Feel free to contact me with any questions:

[jnickles@societyofwineeducators.org](mailto:jnickles@societyofwineeducators.org)

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