

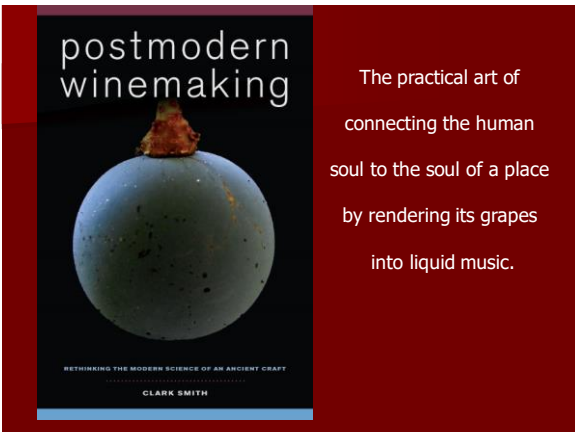
Postmodern
Winemaking
Reconsidering Modern
Winemaking Dogma

1

**"It ain't what you don't know
that gets you in trouble.
It's what you know for sure
that just ain't so."**

-attributed to Mark Twain and others

2



postmodern
winemaking

The practical art of
connecting the human
soul to the soul of a place
by rendering its grapes
into liquid music.

RETHINKING THE MODERN SCIENCE OF AN ANCIENT CRAFT
CLARK SMITH

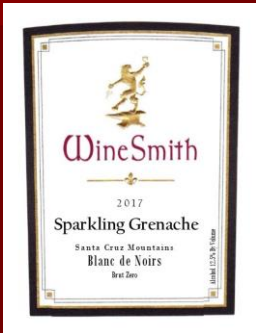
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Today's discussion points

- By their own admission, brut Champagne is the worst wine in the world.
- Napa Valley makes the worst wine in America because they hate their grapes. Introducing the Invisible Golden Age.
- Wine composition does not determine its aroma.
- Modern practices destroy greatness.

4

Wine #1



5

Let's bash the French

- Q: What did Dom Perignon invent that made its thin, sour, bland wine the toast of the court of the Sun King??



6

Let's bash the French

■ Q: What did Dom Perignon invent?

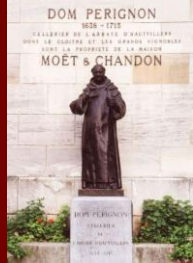
■ A: Sweet table wine.

- Sec = 60 grams

- Demi-sec = 90 grams

- Doux = 120 grams

Unique and delicious!



7

Circa 1900 British Market

Austere tastes



30 grams

Zut Alors!

“Extra Dry”

8

Circa 1900 British Market



15 grams

Mon Dieu!

“Brot”

9

1945: The Advent of Sterile Filtration



10

Today

- 74% of Champagne is Brut
- Through genius marketing, Champagne reworked its image: thin, bland, sour cuvee is the perfect blank canvas on which the yeast paints its masterpiece.
- Yeah, right. California Brut Zero has flavor!

11

Now let's bash Napa Valley

- Chardonnays mask character with oak and butter. We hate our grapes.
- Cabs deliver raisins, dry tannins, excessive oak and residual sugar to wealthy novice consumers at highly inflated prices.
- Visitors pay high tasting fees without a chance to meet a real winemaker.
- Napa is not "wine country" anymore.

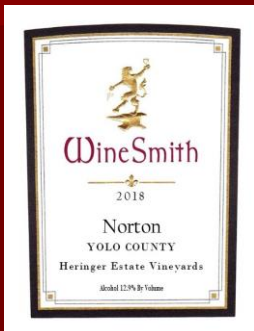
12

Innate Disadvantages of California

- Dry air results in excessive alcohols due to evaporation.
- Low latitude subtracts as much as 2.5 hours of sunlight.
- Virtually no limestone, schist, or slate soils associated with the great wines of Europe.
- Type-cast as BIG wines requiring substantial elaboration via barrels, malolactic to justify high price of land and grapes.
- No wonder we hate our grapes!

13

Wine #2



14

Vinifera Racism

- Non-vinifera ain't just foxy *labrusca*.
- Norton, Chambourcin and Vignoles are world class French-American hybrids.
- Many high quality cold-tolerant varieties have been developed at U. Mn and Cornell.
- High latitude wines experience cool sunlight
- There's lots of limestone outside CA.

15



16



17



18

The Diversity Paradox:
Why do wines all taste the same?

19

They don't!

20

They don't!
We have more diversity today
than ever before in history.

21

They don't!

We have more diversity today than ever before in history.

But it's not sold in stores.

And restaurants and shops can't buy it.

22

There are TWO wine industries:

- (1) Mainstream commodity wines sold by three-tier distributors.
~95% of the volume, mostly from 64 wineries over half a million cases.
- (2) Distinctive Wines of Contrarian Styles.
25,000 wineries, 5% of the volume, 17% of gross revenues.
85% of gross profits.
Accessed through Destination Tourism & DTC.

23

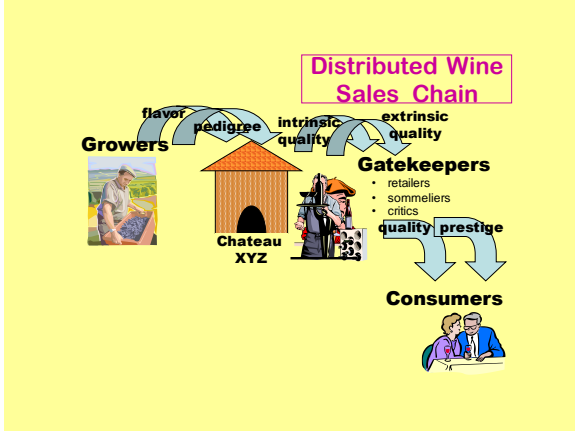
Number of U.S. wine brands

■ 1972	250
■ 2018	25,000

Number of U.S. wine distributors

■ 1972	3,500
■ 2018	700

24



25

Therefore...

More Prestige

means

LESS value!

26

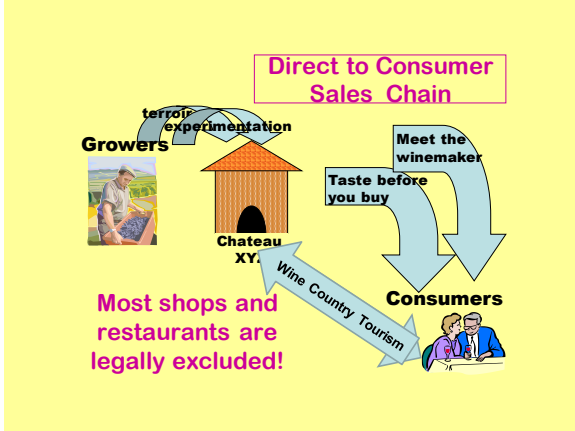
McWine in stores

- 250 wineries over 500,000 cases
- Standard, expected wine styles

Crazy Wine Direct to Consumer

- 25,000 wineries under 10,000 cases
- Highly diverse
- Compelling, innovative, unexpected

27



28

WineSmith

2017 Norton CLARKSBURG Heringer Family Estate Alcohol 12.9% by Volume

12.9% ABV!

postmodern winemaking

HERINGER ESTATES

29

Wallerseim Prairie Fumé

- Winery and Distillery in Prairie du Sac, Wisconsin
- Founded in 1840 by Count Agoston Haraszthy
- 100% Seyval Blanc
- Named Best of Show White at Dan Berger International Wine Competition, defeating >1,000 California whites.
- Retails for \$10.00

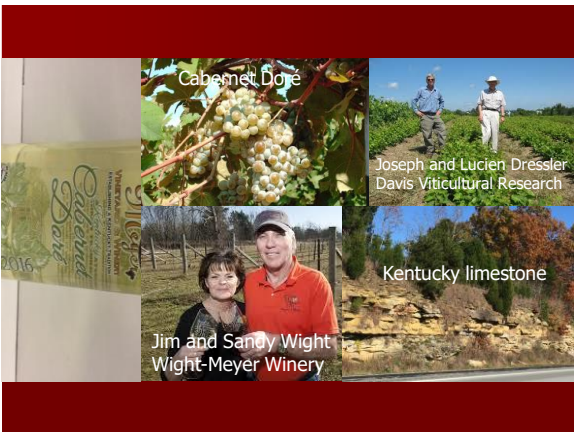
30



31



32



33



Aromella
Traminette / Vignoles cross that can survive -40 C

Winemaker Dave Peterson

Naval 34
Traminette

Plantel (Lauzon et al. Pers. Comm.)
(Unknown)
Gewürztraminer
Jeanne's Seyve 23-416

Cornell University
FOUNDED A.D. 1868

34



UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Cold Hardy La Crescent Grape Variety for White Wine

The La Crescent grape is a very cold hardy grape cultivar that produces a white wine of excellent quality, reminiscent of the cultivar Vignoles. Its relatively high sugar and acidity levels have encouraged winemakers to ferment La Crescent in a sweet or semi-sweet style. La Crescent wines commonly have aromas of apricot, peach, citrus and pineapple and lack strong herbaceous aromas or those associated with V. labrusca. La Crescent vines have tolerated vineyard temperatures as low as -36 F in early February with only minor bud loss. It ripens in mid-season. For more information please visit the University of Minnesota's Cold Hardy Grapes.

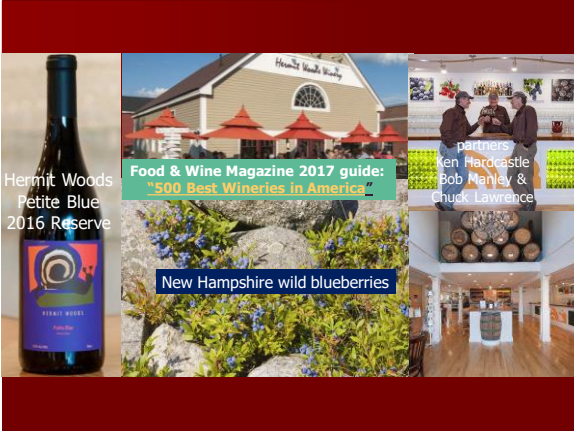
35



AUGUSTA WINERY
Producing Award-Winning Wines - True to the Terroir since 1988

Consistently awarded Jefferson Cup Status
Retail Price: \$11.86 / bottle

36



37



38



39

40

41

42

Presented at the World's Fair, 1910

Began breeding Dennison, Texas 1876

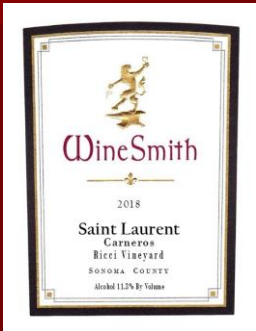
Described 300 native / hybridized wine grapes from 27 species

3. The Solution Problem

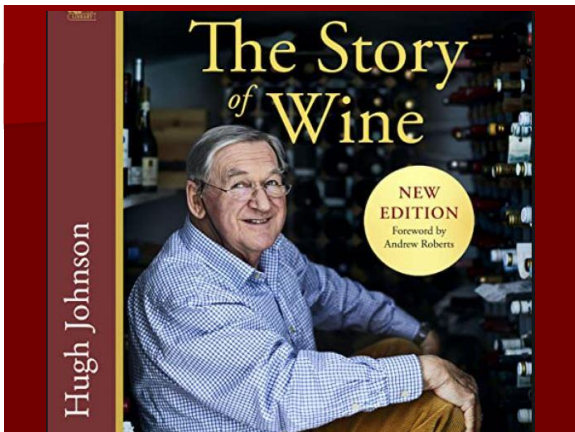
- See Chapter

46

Wine #3



47



48

From Hugh Johnson's The Story of Wine:

The polite definition of wine is:
"the naturally fermented juice of fresh grapes."

A more clinical one is:
"an aqueous solution of ethanol with greater or lesser traces of sugars, acids, esters, acetates, lactates and other substances occurring in grape juice or derived from it by fermentation."

49

Right the first time:

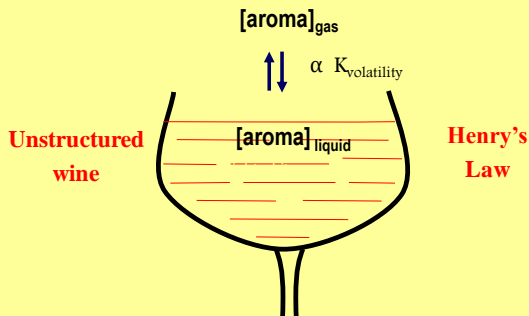
"The naturally fermented juice of fresh grapes."

Wrong the second time:

"An aqueous solution of ethanol with greater or lesser traces of sugars, acids, esters, acetates, lactates and other substances occurring in grape juice or derived from it by fermentation."

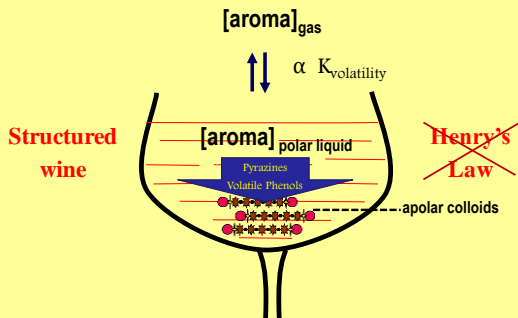
50

Ideal Solution Behavior



51

Non-Ideal Solution Behavior



52

Properties of well-structured wines:

- Refined texture
- Aromatic integration
- Graceful longevity
- Soulful resonance

53

Winemaking Implications for Unstructured Red Wine

- Control composition.
- Farm for flavors.
- Gentle selectively extraction
- High alcohol extraction.
- Minimize Oxygen exposure
- Sterile filter
- Fine out astringency
- Control sulfides with copper.

54

Winemaking Implications for Structured Red Wine

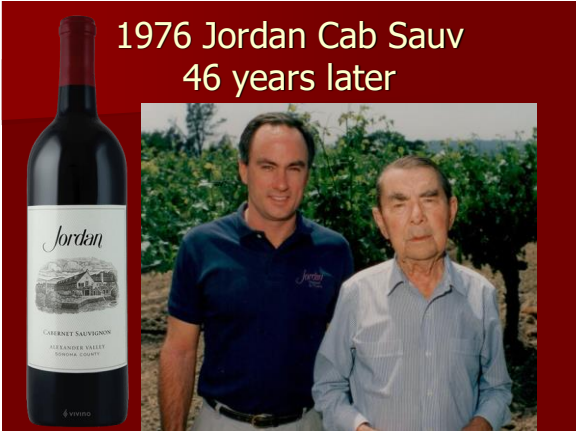
- Manage aromatics by controlling structure.
Farm for building blocks
- Maximize extraction
- Extract colloids at low alcohol.
Promote anti-oxidative power.
- Use oxygenation to eliminate fining.
Eliminate copper.
- Use microbiome to develop aromatic greatness.

55

The *deviation* from ideal solution behavior is a good working definition of quality.

56

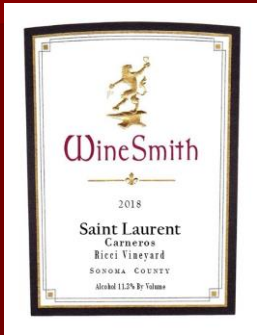
1976 Jordan Cab Sauv
46 years later



The image shows a bottle of Jordan Cab Sauvignon wine on the left. The label features the brand name 'Jordan' in a script font, a landscape illustration, and the text 'CABERNET SAUVIGNON', 'ALEXANDER VALLEY', and 'SANTANA COUNTY'. To the right of the bottle is a photograph of two men standing in a vineyard. The man on the left is younger, wearing a dark blue polo shirt, and the man on the right is older, wearing a light blue button-down shirt. They are both smiling slightly.

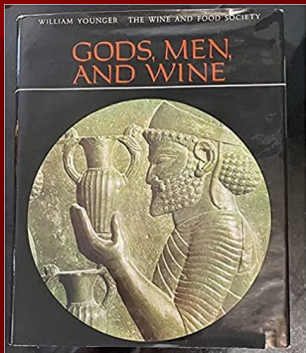
57

Wine #3



58

4. Sulfite-free Wines



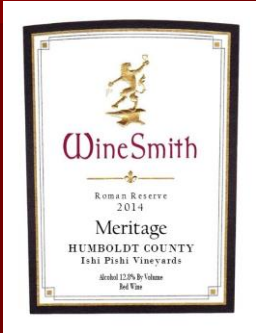
59

True or false?

- All wines contain naturally occurring sulfites.
- SO₂ functions as an anti-oxidant in red wine.
- Sulfite-free wines are prone to oxidation.

60

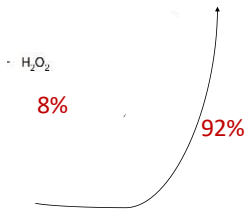
Wine #4



61

Oxidation in Wine

Andrew L. Waterhouse
Department of Viticulture & Enology
University of California, Davis



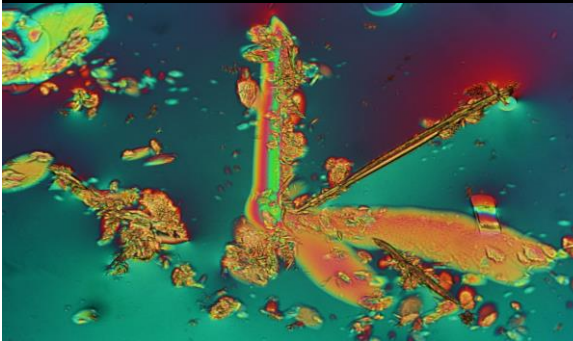
62

2006 WineSmith Lodi Cabernet Sauvignon (conventionally sulfited)



63

WineSmith 2005 Roman Syrah,
(contains no detectable sulfites)



64

The "M" word

65

ma·nip·u·la·tion (*noun*).

1. Treatment or operation with or as if with the hands or by mechanical means, especially in a skillful manner.

2. Shrewd or devious management by artful, unfair, or insidious means, especially to one's own advantage.

66

The Simple Truth

- All wine is highly manipulated. Those aren't grapes in that glass. Get over it.
- No wine is as manipulated as any beer.

The Moral

- There is no money in this business.
- All winemakers have is their honor.
- They deserve an open, informed listening.

67

All winemakers are:

- Open
- Passionate
- Versatile
- Egocentric
- Hard working
- Proud
- Stubborn
- Resourceful
- Dedicated
- Worried
- *Not in it for the money!*

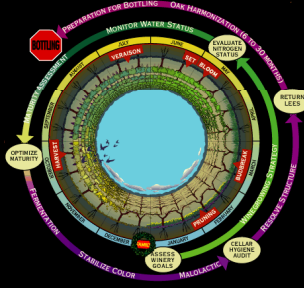
68

How WEs can change the world

1. Focus on what is in the bottle, and leave winemaking choices to the winemaker.
2. Fall courageously in love with our lunatic heroes
3. Invite, welcome and reward honesty.
4. Demand access to diversity.

69

To receive a copy of this presentation, email me at clark@winemaking411.com



70

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Overview

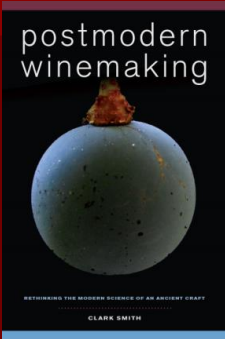
"Smith teaches at Napa Valley College, UC Davis extension, and CUU Fresno, where he has a reputation for making complex concepts accessible."
- David Dorkington, Wine and Spirits Magazine

"Over my many years as a wine industry professional I have worked with innumerable master winemakers, but Clark Smith truly stands above them all. He possesses the most comprehensive understanding of the complexities of wine of anyone I have ever known in the business, and his ability to communicate his knowledge to his clients and his students is unparalleled."

\$450.00 on the Money Back Guarantee

71

In the lobby!



Book signing!

Bullshitting!

72