

**WINE 101
WELCOME
MMBA
MEMBERS**

VILLA MARIA PRIVATE BIN SAUVIGNON BLANC



WINEMAKER'S COMMENT

This powerful Sauvignon Blanc is bursting with a myriad of flavors including gooseberry, passionfruit, fresh citrus, melon and nettle-dominant herbaceous aromas. The wine has an enticing palate with layers of juicy flavors, intensity and concentration, finishing with a refreshing crisp, clean line of acidity.

PAIRING SUGGESTIONS

Grilled seasonal vegetables and seafood or chicken.

TECHNICAL DETAILS

<i>Region:</i>	Marlborough
<i>Varieties:</i>	100% Sauvignon Blanc
<i>Alcohol:</i>	13.5%
<i>pH:</i>	3.20
<i>Total acidity:</i>	7.5 g/L
<i>Residual Sugar:</i>	3.5 g/L

Wine originates back to 3000 BC

- Grapes - 1 grape contains all the ingredients necessary for making wine.
- Natural process of converting a grapes sugar into alcohol
- Methods vary from winery to winery - Winemaker practices
- Still Wines - letting carbon dioxide gas escape from the fermentation container
- Champagne - keep all carbon dioxide inside the fermentation tank

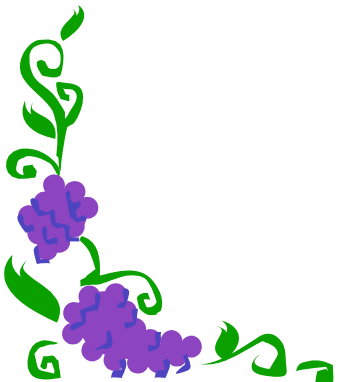


Basics of How Wine is Made....

1. Wine grapes, *Vitis vinifera*, grow easily in any temperate to warm climate
 2. A solution of sugar and water develops in ripe grapes and the skins easily allow the growth of natural yeasts.
 3. In the fermentation process, these single cell organisms consume the natural sugar and change it into ethyl alcohol and carbon dioxide.
 4. This rather simple process has been observed and used for thousands of years in human culture. In the past hundred years or so, technology and new ideas from winemakers have played an ever-increasing role in the making of wine.
 5. It's becoming more and more a science and an art.
-

Steps in Process

- A) Harvest
- B) Crush - De-stem
- C) Press
- D) Fermentation
- E) Malolactic - Secondary Fermentation
(softening agent)
- F) Aging - Vessel - Time
- G) Sur lie Aging - has to do with mouth feel
Creamy” consistency of the wine, stirring
the lees
- H) Filter - pulling out residuals left in
wine
- I) Bottling - binning



Red Wine

- A) Harvest
- B) Crush
- C) Fermentation
- D) Secondary Fermentation (option)
- E) Press - Separate Juice
- F) Aging
- G) Filter
- H) Bottling

*Taste factors - Barrels, Malolactic, Surlie & Region of growth



White Wine

- A) Harvest
- B) Crush
- C) Press - Remove Skins
- D) Fermentation
- E) Secondary (optional)
- F) Aging
- G) Filter
- H) Bottling

*Taste Factors - Barrels, Malolactic, Surlie & Region of growth

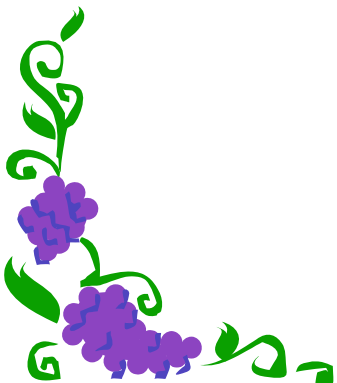


Varietal vs. Generic

- “Generic” is defined as - Blending
- Varietal - 75% of a particular grape has to be in the bottle

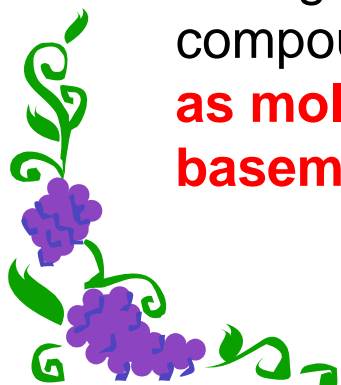
Labeling:

Brand or Producer	Chateau St. Michelle
Region or Origin	Washington State
Appellation	Columbia Valley
Vineyard	Canoe Ridge
Varietal	Cabernet
Vintage	2009



Basic Wine Terms

- **Vintage** - Year grapes are grown and harvested
- **Tannin** - Extracts from seeds, skins, and stems
- **Acidity** - Acidity is a term that refers to the amount of acid in a wine. Acid is the chemical compound that makes things taste tart, like vinegar or citrus foods. Acidity is part of the structure of wine, giving it lift and intensity. **Without acidity wines taste flat or flabby while with too much acidity they can be seem shrill, tart and excessively lean.**
- **Corked** - What it means is that the wine is flawed because it has been exposed to a compound called TCA (2,4,6-traichloroanisole). TCA generally comes from mold which has infected the cork. This compound has a distinctive musty aroma that **some people describe as moldy, wet newspaper or cardboard, wet dog or a damp basement.**



Basic Wine Terms Con't...

- **Earthy** - Grape wines grow in dirt (and stones and rocks, etc.). Therefore, it is not surprising that some wines have aromas or flavors resembling earth and are described as earthy. This is not a bad thing. This can often be a very nice complexity that compliments the fruit aromas and flavors in a wine.
 - **Dry** - Wine with no sugar after fermentation
 - **Sweet** - Wine with a small amount of sugar left over
 - **Body** - The weight of the wine
 - **Style** - Overall impression of the wine (You are the Judge)
 - **Bouquet** - A wine scent that comes from winemaking process
 - **Aromatic** - Elements of wine scent that comes from the grape itself
-

Common White Wines

- **Chardonnay (Shar-doe-nay)** - Typical green apple, citrus, somewhat fruity

Origin - Burgundy region of France

- **Sauvignon Blanc (So-Veen-Yon - Blonk)** - Fig, Melon sometimes grassy, lighter bodied than Chardonnay

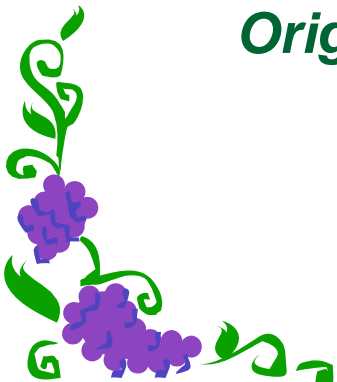
Origin - Bordeaux region of France

- **Pinot Grigio (Peeno-Greegio)** - Very light style, easy to drink, melon and citrus overtones

Origin - Alto - region of Italy

- **Riesling (Rees-ling)** - Light wine, sweet with hints of Apricot, Peach and Honeysuckle

Origin - Germany



Common Red Wines

- **Cabernet Sauvignon** (Cab-bear-nay So-Veen-yon) - Very dry full bodied wine with pronounced tannins. Fruit flavors of dark cherry, and cassis
Origin - Bordeaux region of France
- **Merlot** (Mair-lo) - Softer than Cabernet - less tannins, dark cherry, herbs and black berry
Origin -Bordeaux region of France
- **Pinot Noir** (Pee-no-nwah) - Raspberry and herbal. Sometimes earthy(winemaker)
Origin - Burgundy region of France
- **Syrah or Shiraz** (Sir-ah or Shir-az) - Rich and robust medium tannins, dark fruit, black pepper and spices
Origin - Rhone region of France



Champagne / Sparking Wine

- Storage in tanks is call Charmat Bulk process
- Carsten's Transfer Process: The secondary fermentation is taken from bottle and transferred to bulk glass container and put back in bottle.
- Fermenting in the bottle while being stored is called Methode Champanoise (more expensive process)



Fermentation Practices

a) Stainless Steel

- * Imparts no extra flavors to the wine
- * Preserves intensity of fruit and true varietal character
- * Least expensive method

b) Barrel Fermentation (used mostly for white wines)

- * Adds flavors of butterscotch, toast and vanilla in whites
- * French Oak is most desirable (subtle influence)
- * Cost factor (French = \$650, American = \$250)

c) Combinations

- * Partial Barrel / partial stainless
- * All new oak or partial new (1yr old or 2yr old oak may also be used)

d) Secondary Fermentation (Malolactic)

- * Non-alcoholic fermentation
- * Converts harsh malic acid (apples) to soft lactic acid (milk)
- * Adds a creamy, rich mouthfeel to the wine
- * Identifiable in the wine as a texture



Oak Aging

a) Sur Lie Aging

- * Usually done for Chardonnay
- * Means “on the lees” (Lees are the spent yeast cells that fall to the bottom of the fermentation vessel)
- * Adds a creamy, toasty dough-like flavor to the wine
- * Wine can age on the lees for 3-6 months
- * Lees are stirred every other week or so to improve their exposure to the wine and make the flavor more pronounced

b) Whites

- * After wine is fermented in the barrel, the wine is left in the barrel to age sur lie
- * After sur lie aging, the wine is “racked” off of the lees into a clean barrel and allowed to age for 3 -6 more months

c) Reds

- * Reds are usually not fermented in new oak barrels, but in stainless steel or old wooden vats
- * After fermentation and pressing, the wine is put into small oak barrels to age
- * Aging takes anywhere from 8 months to 2 years (soften Tannins)



What is the Point of Aging Wine?

Some wines start out life very structured, with high levels of acidity and/or tannins. In some, **aging wine will help to soften the wine, to round out the edges, to add complexity and generally bring the wine into harmony.**

Aging wine **will not** turn a bad wine into a good wine, in fact it often just makes it worse.

Sometimes a wine with a lot of promise fails to improve in a wine cellar.

Others may go through strange stages and if you **open it at the wrong time you will have missed its peak window of drinkability and greatness.**

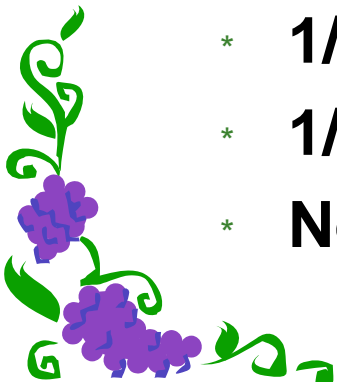
Blending

a) **Blending wines from different grape varieties (examples)**

- * **Cabernet Sauvignon with Merlot, Cabernet Franc, Petite Syrah or Malbec**
- * **Sauvignon Blanc with Semillon etc**
- * **US laws requires 75% to be labeled a certain varietal**

b) **Blending wines from different types of fermentation / aging (examples)**

- * **1/2 stainless with 1/2 barrel**
- * **1/3 new oak, 1/3 1-yr. old oak, 1/3 2 - yr. old oak**
- * **1/2 French oak aged, 1/2 American oak aged**
- * **No laws**



Appellation

- a) Grapes grown in different climates yield different styles of wine**
 - b) 75% of wine must come from designated appellation on label**
 - c) The more specific the info on the label, the better (and usually more expensive) the wine is**
-

Pouring wine... few general guidelines and tips:

A standard wine bottle is 750 ml which is just over 25 fluid ounces.

A tasting pour is generally about 2 oz. Therefore, you can get about 12 - 2 oz tasting glasses per bottle of wine.

For tastings of over 12 guests, consider having two bottles of each wine available. Otherwise, if you make pours smaller than 2 oz, each guest is not really getting enough to evaluate the wine.

If you have 10 to 12 guests and want to be sure everyone gets a fair pour of each wine, pre-mark a small tumbler glass with 2 oz of water. You can use a marker or piece of tape to mark 2 oz. You can use this glass throughout the evening to measure 2 oz pours for each guest so that you are sure the bottle will be enough for everyone.

If you are serving sparkling wines in Champagne glasses, the pours are generally small and you can get away with 1-1/2 oz pours.

Bottle Opening and Preparation

1. Check for for leakage or a raised cork under the foil
2. Cut the foil at the neck of the bottle
3. Open the wine with a cork puller
4. Smell the wine and notice...
5. Pour a sample and note the clarity in the wine



Chateau Ste Michelle®

INDIAN WELLS CHARDONNAY COLUMBIA VALLEY



TASTING NOTES

“The warmth of the Wahluke Slope produces Chardonnay with an appealing tropical fruit character and rich texture. The 2007 Indian Wells Chardonnay delivers ripe tropical pineapple flavors and showcases the luscious opulence of Washington fruit. I like this wine with scallops, scampi or pasta with slightly richer sauces.”

Bob Bertheau

Bob Bertheau, Winemaker

TECHNICAL DATA

<i>Alcohol</i>	13.9%
<i>Total Acidity</i>	0.59g/100 ml
<i>pH</i>	3.54
<i>Blend</i>	100% Chardonnay
<i>Cases Produced</i>	42,000

FOOD PAIRINGS

<i>Foods</i>	salmon, fresh crab, pork, poultry
<i>Herbs</i>	lemon zest, tarragon, thyme



HORSE HEAVEN HILLS COLUMBIA · CREST CABERNET SAUVIGNON

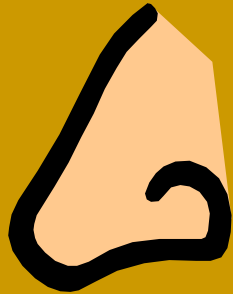
Tasting Notes

“This intense, fruit-forward Cabernet Sauvignon delivers aromas of dark chocolate-covered cherries, black tea and a hint of cedar, leading to a silky texture accented by flavors of cassis and exotic spices. This wine is structured but delicate with a perfect balance of earthy tannins and a lingering finish.” -Ray Einberger, Winemaker



Blend:	89% Cabernet Sauvignon
	8% Merlot
	3% Cabernet Franc

Wine Tasting Basics

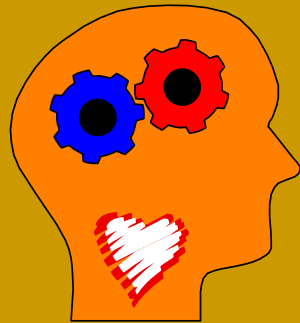


Aroma

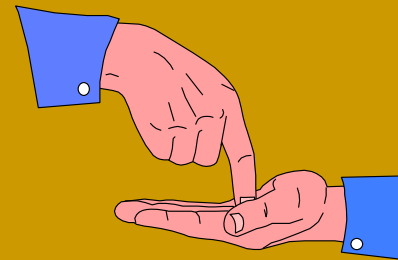


Taste

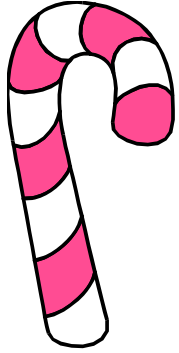
FLAVOR



Psychological

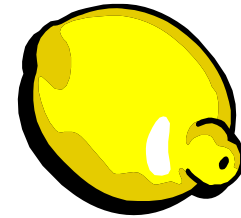


Touch



Sweet

Acid

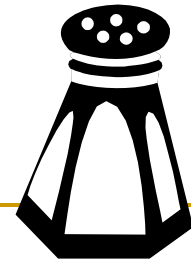


TASTE



Bitter

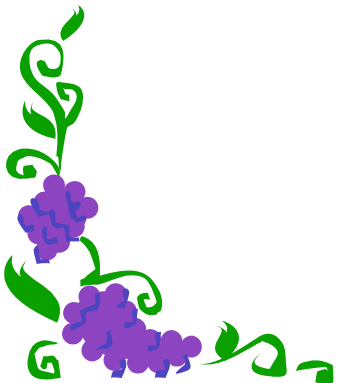
Salt



Wine Tasting Basics

Sight

- Look at the wine in your glass.
- What color is it? Is it bright and pretty or murky and dull?

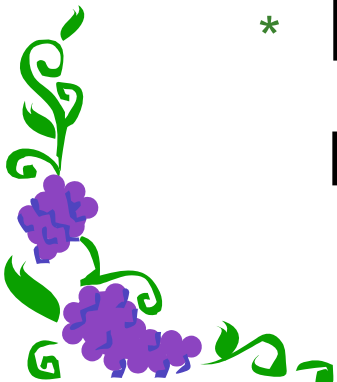


Wine Tasting Basics

Smell

Your nose is the key

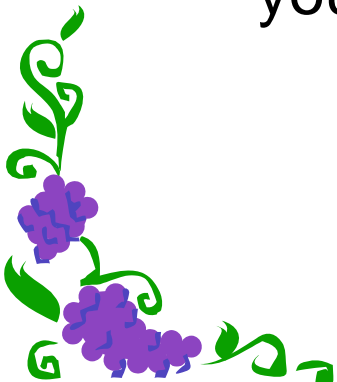
- Swirl the wine. This liberates aromas and helps the wine develop with exposure to oxygen.
 - Now take a deep sniff of the wine. What does the aroma remind you of? Can you identify any different scents you know? Do you like the way it smells?
-
- * Aroma - Related to grape
 - * Bouquet - Resulting from wine making process



Wine Tasting Basics

Taste

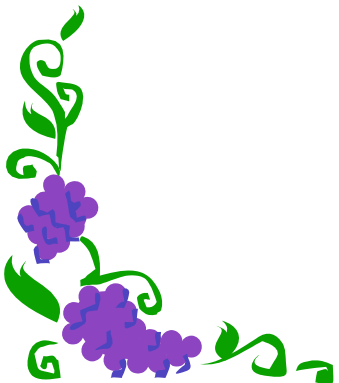
- Sip the wine and move the wine around in your mouth for a few seconds before swallowing.
- Let it reach all of your palate and even suck in some air to help further liberate its flavor.
- How does it taste?
- What types of flavors do you detect?
- How would you describe the texture of the wine on your palate?



Wine Tasting Basics

Touch

- * How it feels in your mouth
- * Light - Watery - Thin
- * Medium - 2% milk
- * Full - Cream

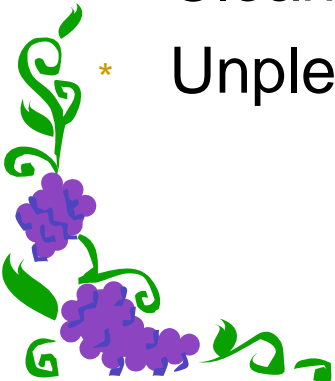


Wine Tasting Basics

The After Taste

- Swallow the wine and pay attention to the finish, or aftertaste. Is it pleasant or awkward? Does it entice you to take another sip? Do the flavors linger on your palate or does it disappear quickly?

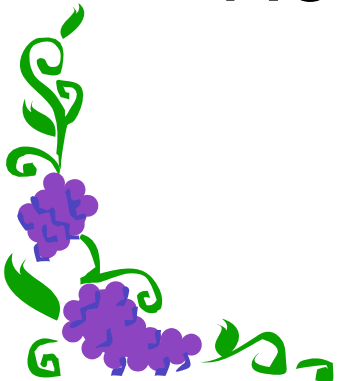
- * Short - No after taste
- * Long - Lingering after taste - Notable for a long time
- * Clean - Pleasurable, free from defects
- * Unpleasant - Too bitter or too sweet



Wine Tasting Basics

Impression

- * Your evaluation
- * All tastes are different
- * No right or wrong, only your opinion



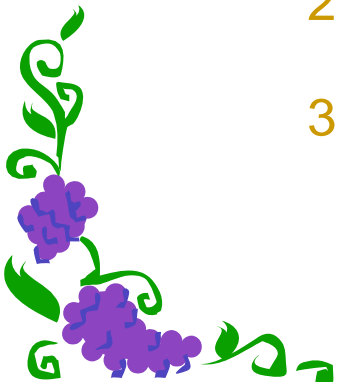
Questions ???

Basics of Wine and Food Pairing

Suggestions

***If your Customer approaches you
ask these simple questions to
get started.....***

1. What do you like - Red or White
2. What are you serving
3. What price are you comfortable with



GENERAL COMMENTS ABOUT FOOD COMPONENTS AND THEIR EFFECT ON WINE

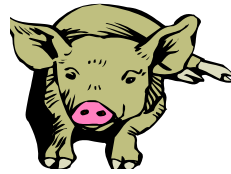
- Sweetness:**
- The degree of sweetness in a dish can cause dry wines to taste less fruity
 - Tannic wines can taste more tannic and bitter
 - In acidic wines there can be an increased perception of acid or sourness
 - Will lower or neutralize the sweetness in wines, therefore sweet foods will make a wine taste drier
- Acidity:**
- Acidity in foods can increase the bitterness in tannic wines
 - Citric acid present in foods will lower or neutralize acidity in wine
 - High concentrations of Vinegar can prove difficult to pair with any wine
- Saltiness:**
- Salt will lower the perception of bitterness in wine
 - Very salty dishes will increase the sensation of alcohol in wine
 - Will increase the sensation of sweetness, and lower the perception of acidity
- Bitterness:**
- Bitter foods can increase the bitter taste in a wine
 - The addition of salt to bitter foods will somewhat smooth or soften the wine
 - Unlike acidity, bitter foods and bitter wines will not neutralize each other
- Rich/Fatty:**
- Proteins and fat in foods will lower the sensation of tannins in wine
 - Acidic wines will cut the fattiness
 - Rich, full-bodied wines with rich foods will compliment each other
- Hot/Spicy:**
- Sweet does cut heat, so sweet wine will lower the degree of spiciness in food
 - The perception of tannins in a wine will increase with spicy, hot foods
 - Spicy, hot foods have their heat increased by wines with high alcohol

Weight of Food

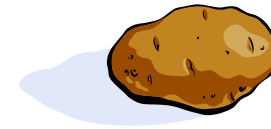
Steak



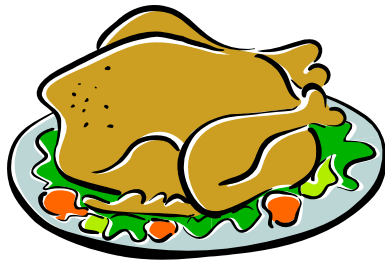
Pork



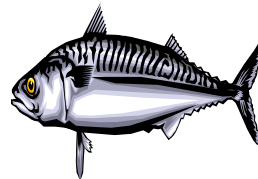
Potatoes



Poultry



Fish

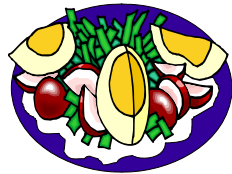


Salad



Weight of Wine

Light



White Zinfandel

Sauvignon Blanc

Pinot Grigio

Riesling

Pinot Noir

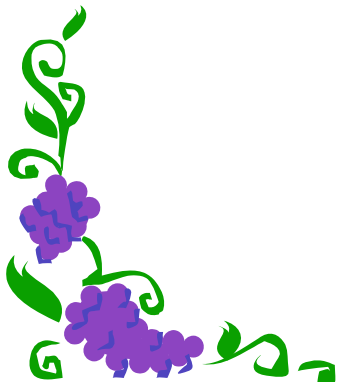
Chardonnay

Merlot

Zinfandel

Cabernet

Heavy



Match Intensity of Flavors

- The important principle of matching food and wine is to match the general flavor intensity. **In other words, match foods with bold, rich flavors (such as a grilled steak or leg of lamb, for instance) with big, bold wines that stand up to that richness.**
 - **So, following the example, a rich, structured red wine like a Cabernet Sauvignon or Syrah might pair better with that rich grilled steak, whereas a lighter wine like a Beaujolais or most white wines would clash with the steak.** Their delicate, bright flavors would not stand up to the fatty, meatiness of the steak and you would not be able to appreciate their subtleties.
- **Foods with more delicate flavors would pair with more delicate, lighter wines which will not overpower the food.** Image washing down a gently braised fillet of sole with a big, chewy red wine.
- Experiment a bit and you may be surprised by some pairings, but the general rule will hold.

Fish

In general, lighter fleshed fish pair well with lighter white wines. In the case of richer fish like salmon or shark, particularly if they have a rich sauce, a light to medium-bodied white or red can do beautifully as well. **For richer whites think of something like Chardonnay and for an appropriate red Pinot Noir-based wines should do the trick!**

Poultry

While simple, lighter flavored chicken and turkey dishes can go both ways, pairing nicely with many medium to full-bodied white wines as well as medium-bodied reds, richer poultry dishes of game birds, rich sauces or mushrooms can go nicely with

many bolder reds. **Think Pinot Noir and Gamay based reds unless you have a nice rich, smoky dish which may pair nicely with a Rhône red or Zinfandel.**

Beef

Beef almost always demands a big, rich red wine to stand up to its bold flavors.

Structured red wines often have hefty tannin and the rich fattiness of a well-marbled steak stands up to tannins nicely and even helps soften their impact. **Think big, structured reds like Bordeaux and Cabernet-based wines or rich Rhône wines made from Syrah.**

Lamb and Game

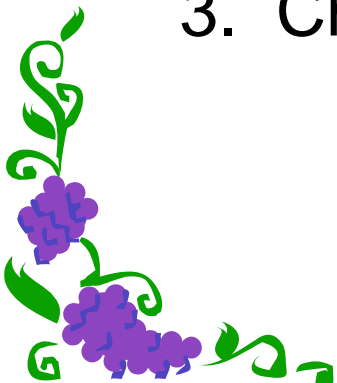
Because of their "gamey" flavor, lamb and game meats like venison and others really shine with a wine that has a rich, bold personality to stand up to them. **Depending on the style of lamb you can do anything from a rustic southern French type wine or a Bordeaux for more refined dishes. Look for aromatic wines with bold flavors and maybe even some smokiness or meatiness which will compliment the meat.**

Cheese

Cheese really comes into its own when paired with wine. Wine and food tasting doesn't get much better than a great cheese washed down with a great wine. There are so many different styles, it is hard to generalize and we will go into much more detail in our Cheese and Wine section. **In general, pair light, creamy cheeses with high butterfat with slightly acidic white wines like Champagne and pair richer, bolder-flavored cheeses with rich meaty red wines.**

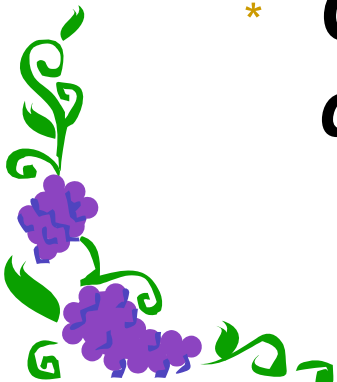
When Pairing Wine & Food

1. Determine weights of food and wine to match as close as you can
2. Identify Flavors of wine, food, then blend based on texture and flavors
3. Check spices and seasonings



When Pairing Wine & Food

- * Flavor - What you mouth tastes fruit, spice, smoke etc.
- * Texture - What you mouth feels smooth or rough
- * ***Complements - The food & wine are similar***
- * ***Contrast - The Food & Wine are different***



Basic Wine and Food Pairing

Fact or Fiction

1. You should match the color of the entrée with the color of the wine?
 - ◆ False Why?
 - ◆ ***The old saying red wine with red meat & white wine with white meat is just an old saying***
 2. First determine the weights of the wine and food, and ensure they are as similar as possible...
 - ◆ True Why?
 3. It is important to match the country the food comes from with the country the wine comes from..
 - ◆ False. Fruit Character and not winemaking style are important, country of origin is not.
-

Basic Wine and Food Pairing

Fact or Fiction

4. **Always avoid strong ingredients (vinegar, quiche, spinach, asparagus etc.)**
 - **False, It is not the ingredients, but rather how they are used in a recipe.**
 5. **Identify the primary flavors of the wine and food and then blend them together on the basis of complementary and contrasting textures and favors.**
 - **True**
 6. **The MMBA is an awesome group of people to be associated with.**
 - **True**
-



Ste Michelle
WINE ESTATES

“Wine Club... How to get started”

1st and Foremost..

Do Not be afraid!!!



Set Up and Initial Steps...

- ◆ Talk to your distributor rep and begin initial phases of set up (time, date, venue etc.) Venue should be away from the store and must have a license and insurance
- ◆ Secure who is going to speak and what the topic will be
- ◆ Determine the format of the event, tasting, food pairing, component etc.
- ◆ Examine your costs and what to charge
- ◆ Get information to members of the club to secure date. E-mail, mail, store flyers, clerks word of mouth

Suppliers as Speakers

- ◆ More prep time than sales reps in most cases
- ◆ Will be more specific to brands or areas of viticulture
- ◆ Will (or should be) be happy to do event for exposure of their brands
- ◆ Builds relationship between account and supplier (help you with distributor programs)

What Suppliers look for..

- ◆ How many people will attend
- ◆ How many wines can be tasted
- ◆ How is the support for the suppliers brands in the store? (distribution, displays etc.)
- ◆ Can you sell cases at the event
 - (This is Key)
- ◆ Develop relationship with the account

Ideas for Club Themes

- ◆ Napa/Sonoma Theme
- ◆ Washington State Theme
- ◆ Country Theme (US, Italy, France, etc.)
- ◆ Component seminars
- ◆ Glassware comparisons
- ◆ Tasting Seminars
- ◆ Food Pairing Seminars
- ◆ Blending Seminars
- ◆ Type comparisons
- ◆ Soil/Terrior Comparisons
- ◆ Wine Education: Basics to complexities

Ideas for Successful Event

- ◆ Make sure you have handouts to take home to remember the wines...
- ◆ Limit the amount of wine. The more wine tasted, the louder and looser the event.
- ◆ If more than 50 people...Microphone
- ◆ Tasting Mats
- ◆ Wine writer notes
- ◆ Accolades (Ratings)
- ◆ Prizes for questions answered
- ◆ Change up format each time keep members coming back
- ◆ If you sell 5 to 50 cases at an event...these are sales you did not have last year. Great addition to bottom line on a monthly basis



VILLA MARIA PRIVATE BIN SAUVIGNON BLANC

This powerful Sauvignon Blanc is bursting with a myriad of flavors including gooseberry, passion fruit, fresh citrus, melon and nettle dominant herbaceous aromas. The wine has an enticing palate with layers of juicy flavors, intensity and concentration, finishing with a refreshing crisp, clean line of acidity.



HORSE HEAVEN HILLS COLUMBIA·CREST CABERNET SAUVIGNON

This intense, fruit-forward Cabernet Sauvignon delivers aromas of dark chocolate-covered cherries, black tea and a hint of cedar, leading to a silky texture accented by flavors of cassis and exotic spices. This wine is structured but delicate with a perfect balance of earthy tannins and a lingering finish.



Chateau Ste Michelle

INDIAN WELLS CHARDONNAY COLUMBIA VALLEY

The warmth of the Wahluke Slope produces Chardonnay with an appealing tropical fruit character and rich texture. The Indian Wells Chardonnay delivers ripe tropical pineapple flavors and showcases the luscious opulence of Washington fruit. I like this wine with scallops, scampi or pasta with slightly richer sauces.



COLUMBIA·CREST Reserve Syrah

The Reserve Syrah was crafted in a classic Rhone style and co-fermented with Viognier for aromatics of blueberry, spice, sweet orange peel and slight white pepper. The balance of fruit and oak creates mouth-filling flavors of dark chocolate with hints of roasted coffee bean, and a distinct blueberry raspberry finish.

COLUMBIA·CREST®

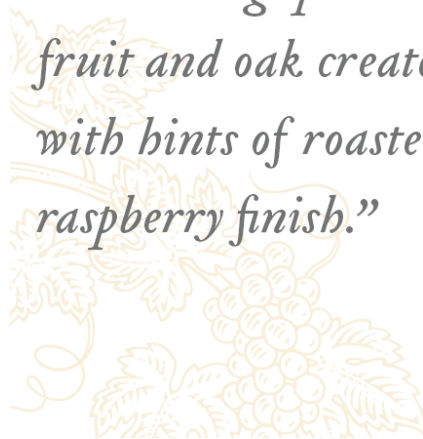
Reserve

Syrah



TASTING NOTES

“The Reserve Syrah was crafted in a classic Rhone style and co-fermented with Viognier for aromatics of blueberry, spice, sweet orange peel and slight white pepper. The balance of fruit and oak creates mouth-filling flavors of dark chocolate with hints of roasted coffee bean, and a distinct blueberry-raspberry finish.”



RAY EINBERGER ▶ COLUMBIA CREST ▶ WINEMAKER

BLEND ▶ 98.5% SYRAH, 1.5% VIOGNIER

Keep the Momentum Growing!

- ◆ Keep the events fresh in the minds of members after the event
- ◆ Spread the word in your community
- ◆ Membership can spread the word as well
- ◆ Make the events **FUN** and educational not boring and lecture oriented
- ◆ Special offerings for members (price or allocated items)
- ◆ Do a year long schedule so members can pencil in
- ◆ Collect email addresses and keep members up to speed and special offerings by distributors and suppliers
- ◆ Advertise locally and in your store
- ◆ Tie in with community themes or celebrations
- ◆ Mix in with dinners at times and offer at a value price
- ◆ Get your city leaders involved....

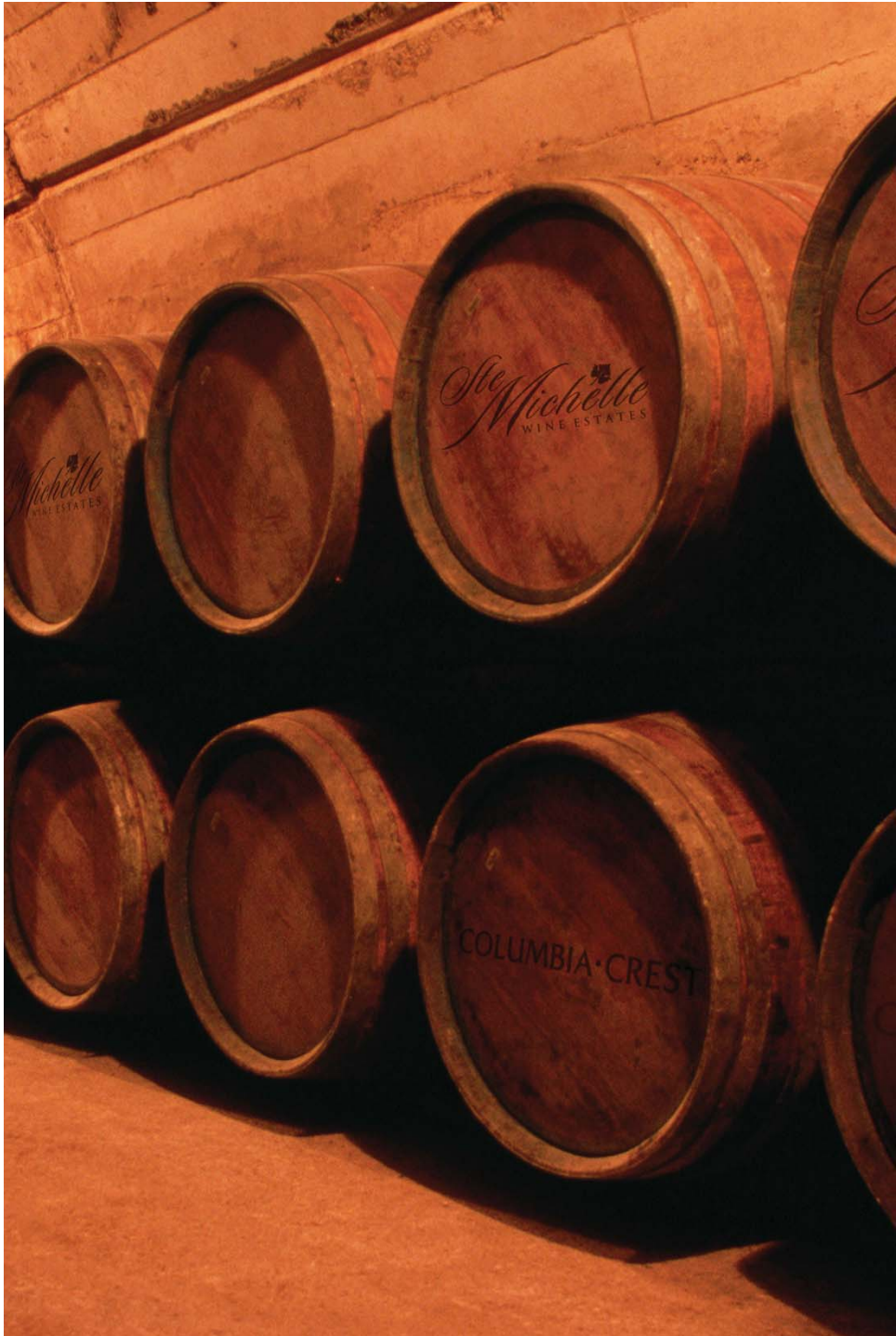
Issues against starting a
Wine Club....

NONE!



Questions?





Thank You !!