


WINE MERCHANTS
& SHIPPERS EST. 1978

LWC



The Essential
Guide
to **Wine**

Welcome to the Wine Merchants & Shippers Essential Guide to Wine...

...your concise guide about all that's important in the world of wine. We know that it can seem like a complicated subject with lots of pretentious language and sniffing of glasses; that's why we're here to make it accessible and, hopefully, fun!

Over the next few pages and during the course, we hope you discover a bit more about wine and approach it in a positive and enthusiastic way.

A couple of really important things to remember about wine:

- **A little bit of knowledge goes a very long way; you really don't need to know lots.**
- **Selling decent wine to your customers is an incredibly easy task. All you need to do is suggest a wine. Nine times out of ten they'll be grateful for your help. Select a few wines to suggest, two red, two white and a rosé.**

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The Basics

Wine in Numbers

- Over 50 wine-producing countries
- 1000s of regions producing wine
- UK imports over 1 billion bottles each year
- Wine is a growing category
- More wine is drunk now than beer, cider and spirits
- Wine is more profitable than beer
- In 2016 60% of the UK population drank wine (WSTA)



What do Drinkers Expect?

- Wine to be of good quality
- Wine to be in good condition
- Wine to be served at correct temperature
- A choice of wines to be available
- Wine service to be professional
- Service staff to be knowledgeable

Understanding the wine drinker

Looking at your list, what do you think the following customers are likely to drink?

- A female group of 20-somethings? _____
- An affluent couple? _____
- A young male trying to impress on a first date? _____
- 2 girlfriends sharing a bottle? _____

What is Wine?

- Wine is an alcoholic beverage made from the fermented juices of freshly gathered grapes
- Produced in the district of origin
- Made according to local tradition and practice

What affects the taste of wine?

- Grape Variety
- Climate
- Soil
- Weather
- Viticulture (the way grapes are grown)
- Vinification (the way wine is made)

Wine Styles

The vast majority of wine is Light Wine. This simply means that it is still wine, not sparkling, between 8% and 15% alcohol by volume (ABV). This indicates the alcoholic strength of the drink. When people generically talk about wine, Light Wine is what they are referring to.

Sweet Wines

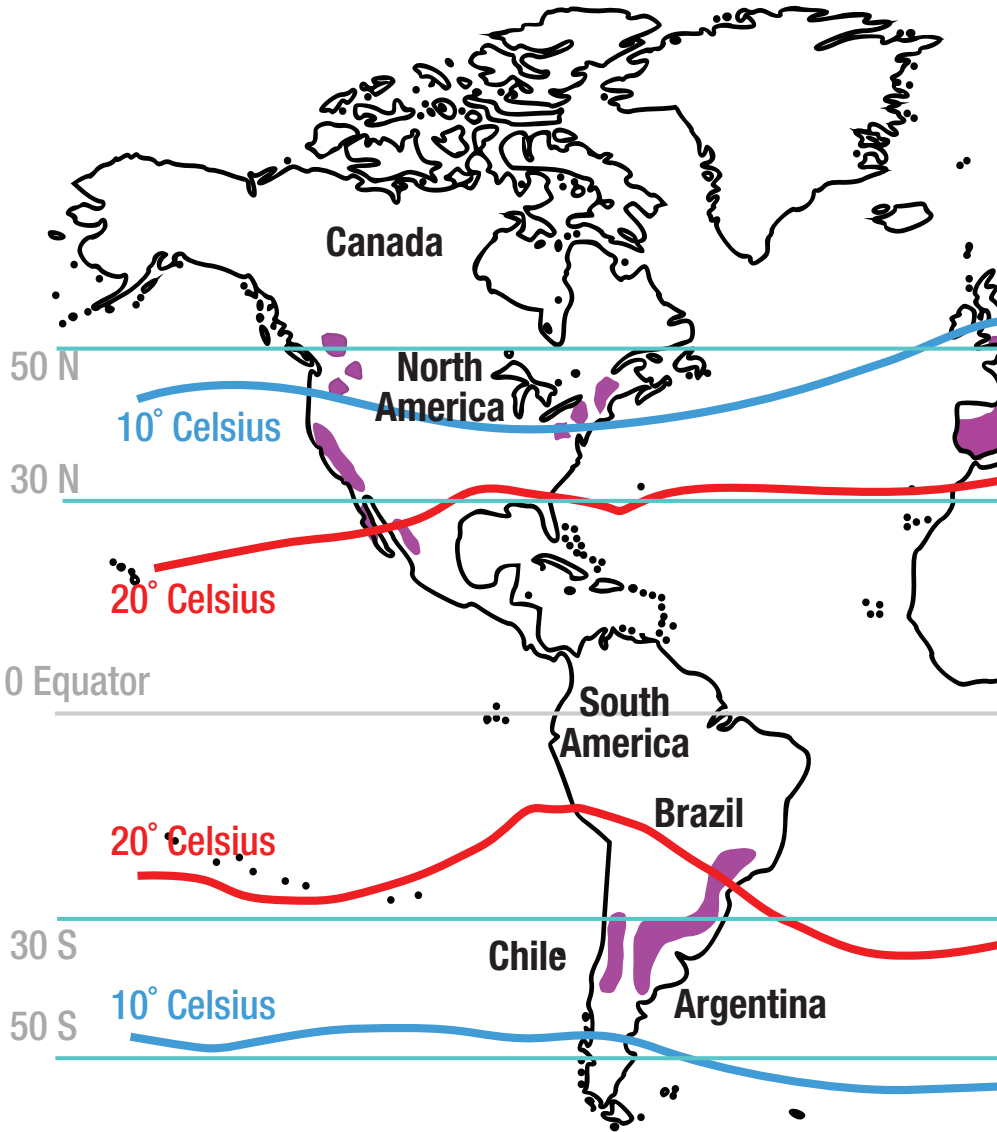
The riper the grapes, the more sugar they have. Remember that fermentation converts that sugar into alcohol with the help of yeast. It's not unusual for trace amounts of sugar to be left after the fermentation, and some wines are made in styles that purposefully leave some extra sugar behind.

Sparkling

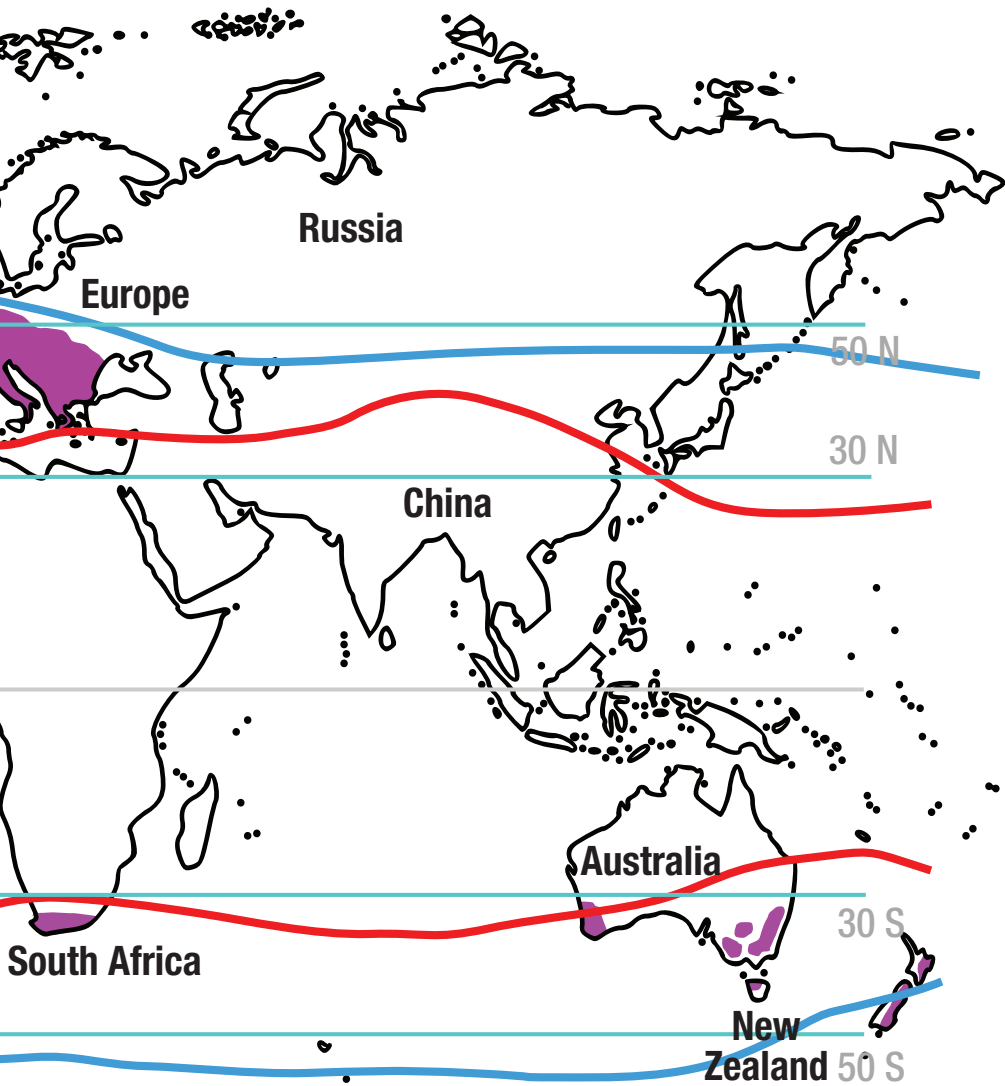
This is wine which has bubbles in it. The most famous sparkling wine is Champagne, which comes from the Champagne region in France, but sparkling wine is made all over the world. Remember that during the process of fermentation, carbon dioxide is also produced. This is what is trapped in sparkling wines to give it the bubbles.

There are two main methods of adding the fizz:

- Traditional method (Champagne, Cava and English sparkling)
- Tank method (Prosecco)



■ Wine Producing Regions of the World



Grape Varietals

White Grapes	Phonetic	Where it Grows	Characteristics
Chardonnay	Shar-don-ay	California, Chile, Australia, France, (Burgundy, Champagne & South) and more	From warmer climates - ripe melon, fresh pineapple, tropical fruits. From cooler climates - steely, apple, citrus, crisp. Can be matured in oak to give it toasty vanilla flavours.
Chenin Blanc	Shen-in-blank	France (Loire), South Africa, California and more	Crisp, citrusy, apple: sometimes more tropical fruit & honey. Can be dry, medium or sweet.
Riesling	Reece-ling	Germany, USA, France, New Zealand, South Africa and more	Apricot, nectarine, peach, apple, pear, pineapple, lime, lemon, honey, honeycomb, beeswax, petrol, ginger, citrus blossom. AGED FLAVORS - diesel, petrol, lanolin. Dry, medium or sweet.
Pinot Gris / Pinot Grigio	Pee-noh-GREE-joe	Italy, France, USA, and more	Pinot Gris - Aromatic & spicy. Pinot Grigio - Crisp, neutral & light.
Sauvignon Blanc	Soh-vin-yon-Blank	California, Chile, France, New Zealand, South Africa and more	Lime, green apple, asian pear, kiwi, passion fruit, guava, white peach, nectarine, green bell pepper, gooseberry basil, jalapeño, grass, tarragon, lovage, celery, lemongrass, box of chalk. OAK FLAVOURS - Vanilla, pie crust, dill, coconut, butter, nutmeg, cream.
Viognier	Vee-oh-nyay	France (Rhône), Chile, Australia, California, South Africa and more	Aromatic, floral, peach and apricot. Thick mouth feel with good depth of flavour.
Picpoul Blanc	Pick-pool blank	France (Languedoc)	Crystal clear with green highlights, though can be more golden from older vines, Soft, delicate nose, with pleasant hints of acacia and hawthorn blossom. Delicate and fresh in the mouth it has an excellent acid/structure balance.



Sauvignon Blanc



Pinot Grigio



Albariño



Chardonnay

Red Grapes	Phonetic	Where it Grows	Characteristics
Cabernet Sauvignon	Ka-ber-nay So-vin-yon	France (Bordeaux & South), USA, Chile, Australia, and more	Herbaceous when not fully ripe with capsicum and grassy undertones. As it ripens, it tends towards the flavour of blackcurrant; when very concentrated, cassis; you can often detect mint or eucalyptus. Oak lends secondary characters of vanilla, cedar, sandalwood, tobacco, coffee, musk and spicy notes.
Merlot	Mer-loh	France (Bordeaux & South), USA, Chile, Australia and more	Cool climate - more structured with a higher presence of tannins and earthy flavours like tobacco and tar. Warm climate - more fruit-forward (cherry, raspberry) less tannin. Judicious oak-treatment of up to 24 months gives Merlot more structure.
Pinot Noir	Pee-noh Nwar	France (Burgundy & Champagne), USA, Australia New Zealand, Chile	Young Pinot Noir can smell almost sweet, with freshly crushed raspberries, cherries and redcurrants. When mature, the best wines develop a sensuous, silky mouth feel with the fruit flavours deepening and gamey forest floor nuances emerging.
Syrah (Shiraz)	See-rah (Shee-razz)	France (Rhone & South), Australia, USA, Chile, South Africa and more	Blackberry, blueberry and boysenberry (tart to jammy). Olive, pepper, clove, vanilla, mint, liquorice, chocolate, allspice, rosemary, cured meat, bacon fat, tobacco, herbs and smoke.
Zinfandel (Primitivo)	Zin-fun-dehl (Prim-i-teevo)	California & Italy	Jammy, blueberry, black pepper, cherry, plum, boysenberry, cranberry, and liquorice. Often explodes with candied fruitiness followed by spice and often a tobacco-like smoky finish.
Malbec	Mahl-bek	France (Bordeaux & Cahors) Argentina	ARGENTINA: blackberry, plum, and black cherry. Milk chocolate, cocoa powder, violets, leather, (depending on oak ageing), and a sweet tobacco finish. FRANCE: From the Cahors region; leathery with tart currant, black plum and savory bitterness often described as green at the start; higher acidity with lower alcohol; tend to age longer.
Tempranillo	tehm-prah- NEE-yoh	Spain Various aliases; Portugal various aliases; Australia, North America	Medium- to full-bodied, with red-fruit characteristics, (cherry, plum, tomato), dried fig, cedar, leather, tobacco, vanilla, dill, and clove.



Merlot



Cabernet Sauvignon



Pinot Noir



Malbec

Making Wine

Wine is simply fermented grape juice.

White Wine

To make white wines the grapes are picked, crushed and pressed quickly to extract the juice and retain freshness with minimal grape skin contact. The juice is then fermented in vats for 2-4 weeks. Vats are most commonly made of steel or wood. Fermentation is simply added yeasts feeding on the sugars in the grapes and turning them into alcohol.

Red Wine

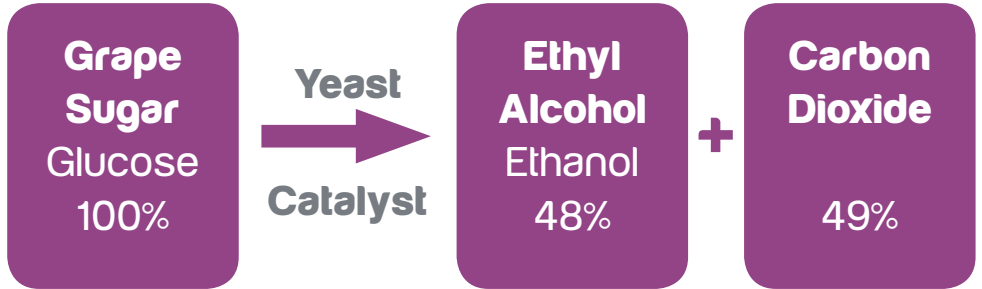
The crushed grapes are allowed to mix with the skins during fermentation to allow the juice to soak up the natural colour from the skins. This process is called maceration. As well as colour, the juice soaks up 'tannins' from the skin (that's what makes the roof of your mouth feel dry when you taste red wines). The longer the juice soaks up the tannins and colour, the more full bodied the wine will be. Pressing occurs after fermentation.

Rosé Wine

Made the same way as red wine but not allowed skin contact for as long to produce a pink rather than a red colour. Rosé wines are not a blend of red and white wines as is often thought.

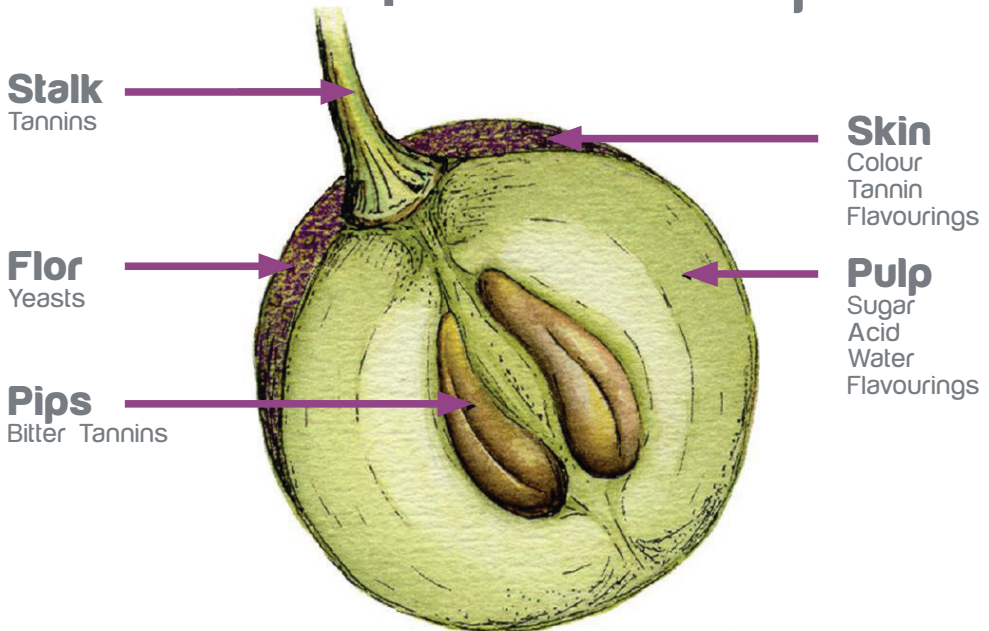
Once made some wine can then be matured before bottling. This is usually done in oak barrels which add flavour to the final wine. Different types of oak barrels impart different flavours. The two most common types of oak barrels used for winemaking are the American Oak barrel and the French Oak barrel. However, Hungarian and Slovenian barrels also have a following with certain winemakers. American Oak barrels are cheaper, have a wider grain and lower wood tannins as compared to French Oak. Oak flavour can also be added by adding oak chips to the vat.

Alcoholic Fermentation

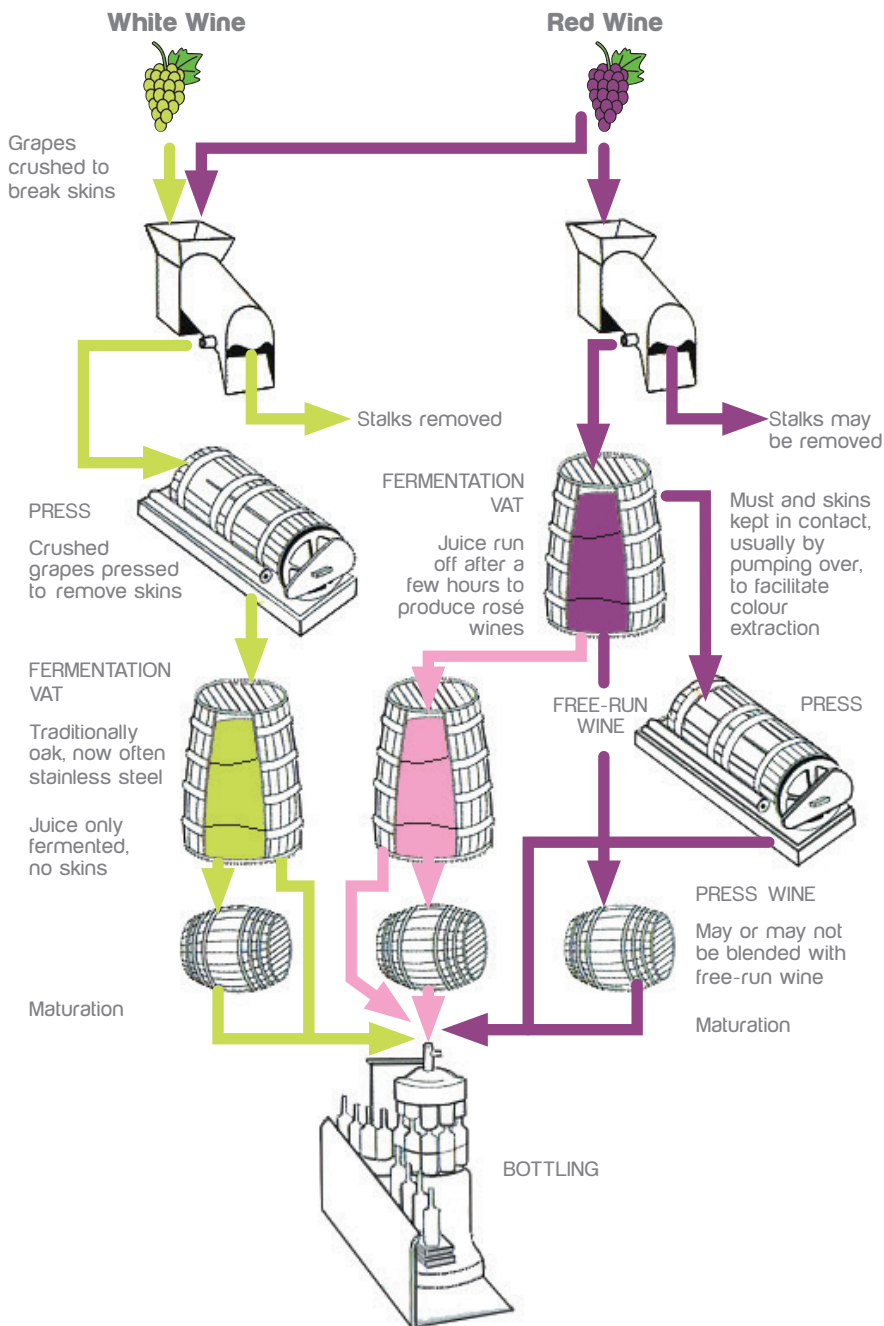


PLUS 3% of many compounds giving **FLAVOUR**

Make up of a Grape



The winemaking process



How are we doing?

_____ Name two old
_____ world and
_____ two new world
_____ countries

name three
grape varieties
that make
red wine

name three grape varieties
that make
white
wine

name three
wine
regions

Sale & Service of Wine

Storing Wine

Unopened Bottles

Ideally, wine should be stored:

- On its side, unless the wine is sealed under a screw-cap closure, in which case the bottle can be stored upright. Storing wine horizontally ensures that the cork does not dry out, which would cause it to shrink and make the bottle no longer airtight.
- At a constant, cool temperature (13-16°C). It is especially important to avoid major temperature fluctuations.
- Away from bright light (to prevent premature ageing and fading of the label).
- Free from vibration.
- Rotate stock used in displays or that wine will often be spoilt.

Opened Bottles

- How long a wine will last for after opening will depend on the wine. Where possible, keep wines refrigerated (whites and rosés) to preserve freshness. Bottles must be sealed.
- If you are just using the original cork or screw cap, make sure the wine isn't kept for more than 3 days.
- Preservation systems exist that can extend the shelf life once opened.



Wine Faults

Once a bottle of wine is opened it can often be detected that there is a fault with the liquid i.e. it is spoilt in some way.

Corked wine?

A “corked” wine is one that has been spoiled by a cork contaminated by “Trichloranisole”, or TCA, which can be detected at concentrations of just a few parts per trillion. It affects the wine, giving it a musty, dank, mouldy smell and an off taste.

This is the most common wine fault and can occur at the rate of one in 20 bottles opened (not at such a high rate for fine wines). This has stimulated the development of stoppers made from types of plastic, agglomerate cork and screw tops.

Cork floating in the wine does not mean it is corked. It is a sign of a dried out cork or it could simply be that the bottle has been opened poorly. Mould on top of the cork is nothing to worry about either.

Change the Bottle Immediately

Re-fermentation

Modern techniques mean this is now really rare. If it happens in a bottle, the wine will appear “fizzy” and “cloudy”.

Change the Bottle Immediately

Tartrate Crystals

Tartaric Acid is a natural component found in grapes, and therefore wine, that crystallises when wine becomes very cold, or if the wine is old.

Tartrates are usually a sign of a quality wine that has not been over-treated during vinification.

Be careful when you pour the wine.

How do you tell if a wine is too old to drink?

Contact with air, or “oxidisation”, spoils wine and is caused when a wine has been open for too long, has an ill-fitting cork or is simply too old. It is easy to spot; on the nose the wine will have a sherry-like smell and will taste dull and lifeless. Red wines will be dull brown in colour, and White wines will turn a tawny or brown colour.

Change the Bottle Immediately

Sediment

As red wines mature in the bottle, they may develop sediment which is the tannins and colour elements falling out of the wine. This is quite natural and the bottle may need decanting before serving.

Be careful when you pour the wine.

Serving Wine

Ideal Serve Temperatures

- White & Rosé wine: cool but not too cold (8-12°C).
- Sparkling wine & Champagne dessert/sweet wines: chilled (6-8 °C).
- Red wine: room temperature (17-18 °C) or lighter reds can be lightly chilled (12 °C).

Glassware

- Ensure glasses are clean and dry.
- Use a wine glass for still wine and a flute for sparkling wine.

Opening Bottles: Opening wine with a cork

- Remove the top of the foil capsule by cutting around the lip of the bottle with a waiter's knife.
- Ensure the neck of the bottle is clean.
- Turning the cork screw, not the bottle, drill into the cork (remember not to pierce the wine end of the cork).
- Position and hold the hinged part so that it is touching the rim of the bottle. Ensure the cork leaves the bottle gently without a pop.

Opening Sparkling Wine

- Remove the foil and wire muzzle, making sure you hold the cork in place by hand once the wire is removed.
- Tilt the bottle to a 30° angle making sure you are not pointing directly at anyone.
- Gripping the cork in one hand, use the other to grip the base of the bottle and turn the bottle, not the cork.
- Hold the cork steady, resisting its tendency to fly out.
- Keep twisting until the cork eases out of the bottle slowly and the gas pressure is fully released. Hold on tight to the cork to ensure the cork releases slowly without a loud 'pop'.

Merchandising

Outside

Drinks promotions on a sign outside the bar can attract customers' attention.

Front of Bar

Blackboards can be used to highlight wines of the moment. They can be high cash margin wines, seasonal promotions or wines that just need more 'hard sell'.

Where possible the message can be reinforced by displaying these highlighted wines in an ice bucket on the bar to entice that customer who is still undecided.

Back Bar

Display wines together – it's much more effective when wines are displayed together in blocks of the same colour, ideally 3 bottles of the same together.

Displays of glasses on the back bar will do nothing to promote wine sales!

Hot Spots

The best selling area on any display is between belt and eye level (40" to 72" = 80% of sales). Popular and high margin items should be the easiest to see and buy.

Clear signage is vital – wine names and prices help the customer to choose and often trade up from the entry level option.

Tables

Tables are a great place to display offers, branded coasters and wine lists. Places set for dining should always include wine glasses.

Wine Lists

Wine lists on the bar and on tables are vital. Make sure they are kept clean and well presented. Wine lists should be clear, concise and eye catching.

Remember

It's not rocket science but it's important to keep your products and fixtures clean and dust free. So make sure those bottles don't get left on shelves for months on end. And don't forget the loo! You have a very receptive audience in there and more often than not their next port of call is the bar!



Wine Upselling

- Increase credibility of venue
- Increase sales
- Showcase offers and premium products
- Match food and wine
- Tips!

Most importantly, upselling is to encourage the customer to choose something different and improve their experience. It is absolutely not about pushing them into choosing an expensive wine that they neither want nor enjoy.

By offering two or three alternatives, the customer is open to choose, rather than being cornered into choosing the most expensive option.

Each wine on the list can be categorised by style, and this will help group the choices together when discussing with customers.

White	Bone dry, delicate, neutral	Dry and aromatic	Juicy, fruit driven and ripe	Full flavoured, nutty
Rosé	Light, dry, subtle	Fruity and juicy		
Red	Light	Juicy	Spicy	Oaked, intense

Know your wine list!

Vital to upselling wine is knowing your wine list, and learning the styles, grape varieties and price points. This means that you can discuss the options effectively and efficiently with the customers.

- Smile, relax and engage with the customer to provide them with a better experience of wine choosing that is fun and informative.
- Discuss what style of wine the customer usually drinks.
- Show them two or three wines that fit that style.
- Suggest some of your own favourites – people will always prefer to choose a personal recommendation than a written choice.
- Describe the wine in a few words.
- Link the food that they have chosen with the wine.
- If a white wine has been chosen for the starter, but the main course is better suited to red wine then offer a choice of reds to suit the dish.
- Selling the wine fully to customers should be an intrinsic part of the service, and can provide the customer with a great food and wine match that turns their ordinary experience into a special occasion.

The Sale and Service of Wine

- Always present the Wine List with the Food Menu
- If Red Wine is selected offer a glass of White Wine with the 1st course (especially to accompany any Seafood dishes)
- Show Wine to the Host to confirm that it is what was ordered from the List (i.e. the person who ordered it - lady or gentleman)
- Open Wine at the table - offer the cork if relevant
- Offer Tasting to Host - serve from the right
- Use “twist” technique when serving to minimise drips and use a folded napkin as “pad” to wipe the bottle
- Pour Ladies first and finish with Host
- Red Wine - leave on the table, label facing outwards
- White Wine - place in a “wine cooler”
- Champagne/Sparkling Wine - place in Ice Bucket with a napkin
- Re-charge glasses when appropriate
- “May I bring you a fresh bottle?”
- Remember to offer Dessert Wines if appropriate also by the glass
- Offer a glass of Port or Sherry as “After Dinner” wines
- Number of glasses from a 75cl bottle
3 large (250ml) - 4 medium (175ml)
- 6 small (125ml)



Food Pairing

Nowadays there is so much disagreement about what food matches what wine it's hard not to feel confused. Below are some simple guidelines but bear in mind that food and wine matching is subjective and different people will like different combinations. The old standby rule of matching white wine with white meat and red wine with red meat is still a good guideline but can vary depending on the structure of the dish and the sauce used. There are four main principles:



MATCH WEIGHT

A big, strong wine is best with big, strong food and light wine is better with similarly light food. Most red wines are going to be better with heartier dishes and most whites will suit the lighter ones. For example, roast beef and Cabernet Sauvignon, or seafood and Chablis.



MATCH INTENSITY

This refers to wine and food that have very intense flavours but not much weight. Think of Thai food that has the strong flavours of chilli, garlic, coriander and lemongrass but doesn't sit too heavily on the stomach. These will match well with similarly intense and fragrant wines which are still light bodied, for example Riesling.



MATCH OR CONTRAST ACIDITY

Acidity is an important part of any wine. It makes your mouth water and makes the wine refreshing. The trick here is to make sure that foods with a lot of acidity, e.g. vinaigrette dressing, are paired with a crisp refreshing wine, for example Sauvignon Blanc. Sometimes oily food, e.g. smoked salmon, needs palate-cleansing, high acidity wine.



MATCHING SWEETNESS

Sweet foods require wines as sweet as or sweeter than them; otherwise, the food will make the wine taste too dry. Sweet wines are also a good contrast for salty foods, for example, foie gras or blue cheese with Sauternes (a sweet dessert wine from Bordeaux in France).

It is also worth considering the following:



WATCH OUT FOR

- **Chilli vs tannin (accentuate each other)**
- **Mouth coating foods e.g. chocolate (coats mouth, masks flavours)**
- **Smoked fish and red wine (creates a metallic taste)**
- **Asparagus (intense green flavours are difficult to match)**



MATCHES MADE IN HEAVEN

- .. Goats' cheese & Sauvignon Blanc
- .. Duck & Pinot Noir
- .. Stilton & Port
- .. Thai dishes & Riesling



MATCHING FOOD AND WINE IN PRACTICE

When tasting food and wine together, simply taste the wine, then taste the food and taste the wine again and note any changes to the flavour. When tasting food and wine you are more likely to notice a bad match than a good match, so making a note of both is useful.

QUESTIONS TO ASK YOURSELF

- .. Are the food and the wine matched in terms of weight? Does one overpower the other?
- .. Do they have the same intensity of flavour?
- .. Does the wine make the food taste odd?
- .. If the food is sweet does it make the wine taste drier?
- .. Do the flavours in the wine make the food taste better, or vice versa?
- .. Does the wine cleanse your palate after oily food?
- .. Does the wine soften or enhance components of the food? E.g. chilli often tastes hotter with tannic red wines and softer with slightly sweet whites, whereas the protein in meat softens the tannins in red wine.

Remember: Don't be scared to recommend a wine with food; it's just another way of offering a decent service to your customers. There will always be an element of personal taste involved. What tastes fantastic to you might not taste the same to someone else. The most useful question of all is to ask your customer, "What do you normally like to drink?"

DESCRIPTION	EXAMPLES			
BONE DRY, DELICATE, NEUTRAL WINES	Frascati, Muscadet, Pinot Grigio, Soave	Light undressed salad E.g. Green salad, Feta Salad	Clam Chowder, Halibut, Herring, Mussels, Oysters, Prawns, Trout	Very light Olive Oil and Fish based sauces E.g. Marinara
DRY & AROMATIC	Sauvignon Blanc, Dry Chenin Blanc, Dry Riesling	Fish based salad, Shellfish and delicate White Fish e.g. Plaice, Skate, Sole, Clam Chowder, Smoked Fish	Fish based sauces e.g. Olive oil or light cream sauce	Fish based sauces
JUICY FRUIT DRIVEN, RIPE WINES	Chenin Blanc, Semillon, Viognier	Caesar, Egg, Fish and Carrots	Salmon, Scallops	Fish based sauces, light creamy sauces, Hollandaise, Pesto
FULL FLAVOURED, NUTTY WHITES	Burgundy, Australian, Californian	Caesar, Chicken, Gilled Peppers, Onion Tart, Cooked	Crab, Lobster, Monkfish, Swordfish, Tuna, Salmon, Smoked Fish	Butter and Cream based sauces e.g. Carbonara, Pesto
LIGHT REDS	Beaujolais, Light VDP Reds, Light Chianti and Valpolicella	Grilled and Roasted Veg, Olives, Prosciutto, Ratatouille, Smoked Meats	Cod, Seared Salmon, Sea Trout, Tuna	Tomato based sauces e.g. Arrabiata, Napolitano, Lasagne
JUICY REDS	Pinot Noir, Merlot, Chianti, Grenache, Rioja	Roasted Veg, Smoked Meats, Wild Mushrooms	Tuna or Salmon	Bolognese, Carbonara, Cooked Tomato Sauce, Lasagne
SPICY REDS	Shiraz, Rhone Reds	Red Meat Salads	Generally too heavy for fish and seafood	Cream based sauces e.g. Carbonara, Lasagne, Bolognese, BBQ and Pepper sauce
OAKED INTENSE REDS	Bordeaux and New World Cab Sauv, Top Riojas	Red Meat Salads	Generally too heavy for fish and seafood	Cream and cheesy based sauce e.g. Carbonara, Parmesan, Gorgonzola
LIGHT, DRY, SUBTLE ROSÉ WINES	Provence Rosé, Pinot Grigio Blush, Spanish Rosé	Most fish salads and Vegetable tarts	White Fish, Prawns, Scallops and Mussels	Light sauces and Tomato based sauces
FRUITY, JUICY, MEDIUM ROSÉ WINES	White Zinfandel, White Grenache, Shiraz Rosé	Roasted Veg, Pasta Salad, Chicken Salad	Salmon and Tuna	Great with Tomato based sauces
TRADITIONAL METHOD FIZZ	Champagne, Prosecco, Cava, Sparkling Wine	Asparagus & Prosciutto Salad, Strawberries	Poached Salmon, Sole, Lobster, Shrimps	Light, Fish based sauces
OTHER FIZZ (Tank Method/ Charmat Method)	Prosecco and Inexpensive Fizz.	White asparagus, light salads. Mini quiches and frittata	Sushi, Baked Fish, Crab Cakes to Prawn Cocktails to Grilled Salmon	Cream based sauces



Generally too light for most meats	Delicate seasoning of Chives, Dill, Coriander, Fennel, Parsley, Tarragon	Generally spice overwhelms these wines	Very mild flavoured Cheese e.g. Cream cheese, Feta, Mozzarella, Ricotta
Simple sauces on Chicken, Pork and Veal	Chives, Coriander, Dill, Ginger, Lemongrass, Lime, Tarragon	Especially good with Thai dishes and some lighter and milder Indian Meals, Tandoori Fish	High acidity cheese such as Goats Cheese
Grilled, BBQ, Baked, Casseroled White Meats: Chicken, Pork, Turkey, Veal, Duck	Basil, Coriander, Fennel, Light Garlic, Ginger, Parsley, Tarragon	Thai & light Indian dishes e.g. Tandoori, Korma, Rogan Josh	Semi-soft Cheese e.g. Brie, Camembert, Chaume, Mozzarella, some Mature Cheddars
Roast Chicken, Duck, Ham, Pork, Turkey	Basil, Chives, Cloves, Cinnamon, Coriander, Fennel, Garlic, Ginger, Nutmeg, Parsley, Spring Onions, Tarragon	Coconut flavoured dishes, Indonesian and some lighter Indian dishes	Mozzarella and Smoked Cheeses
Light Pork dishes, Roast Chicken and Turkey	Basil, Coriander, Garlic, Nutmeg	Italian and Spanish dishes with spicy sauces e.g. Chorizo, Arrabiata	Cheddar, Mozzarella, Parmesan and Port-Salut
Chicken, Duck, Turkey, light Beef or Pheasant dishes, Smoked Meats and Sausages	Basil, Chives, Coriander, Garlic, Mint, Nutmeg and Thyme	Moderately hot Indian dishes, Black bean Sauces, Italian and Spanish Dishes with spicy sauces	Cambozola, and other Creamy Blue Cheeses, Goats Cheeses and Mature Cheddar
BBQ, Grilled, Roasted, Casseroled Game: Duck, Goose Pheasant, Venison Sausages, Beef and Lamb	Black Pepper, Chives, Cloves, Coriander, Garlic and Nutmeg	Rich, Creamy based Indian Curries e.g. Korma, Balti, Black Pepper steak sauce	Cambozola, and other Creamy Blue Cheeses e.g. Stilton
Heavy meat such as Grilled, Roasted, BBQ, Casseroled Game: Boar, Duck, Pheasant, Venison, Beef and Lamb	Black Pepper, Chives, Garlic, Mint, Nutmeg, Rosemary and Thyme	Be careful when pairing up intense wines with spicy foods	Brie, Camembert, Chaume, Cheshire, Edam, Parmesan, Pont L'Eveque and Red Leicester
Meats, Antipasti meats, Chorizo, Chicken, Pork and Sausages	Basil, Chives, Lemongrass, Thyme, Dill, Parsley	Spicy Arrabiata, Thai and Indonesian cuisine	Feta, Goats Cheese and Mahon Cheese
BBQ meats, Burgers and Chops	Basil, Nutmeg, Garlic, Pepper	Chinese Food e.g. Plum sauce, Lemon Chicken	Creamy Italian Cheese e.g. Ricotta and Goats Cheese
Antipasti	Saffron, Ginger, Coriander, Garlic	Thai, Indian, Highly spiced foods	Brie, Goats Cheese, Gouda, Edam, Parmesan
Parma and other air-dried ham	Garlic, Rosemary, Mustard Greens	Thai/Indian curry	Parmesan, Gorgonzola, Camembert, Gruyere, Pecorino or Talegio

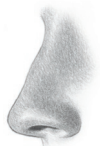
Tasting,

Assessing & Describing



APPEARANCE

- Is it clear and bright?
- How intense is the colour?
- What colour is it?
White: lemony or more golden?
Reds: purple (young wine) or more red?



NOSE

- Does it smell fresh and clean?
- How powerful are the aromas?
- Does it smell fruity or spicy?
What fruit characters do you smell?
Whites: green fruit or ripe, tropical fruit?



TASTE

- Is it dry or can you taste a bit of sweetness?
- Does it make your mouth water? This is a sign of acidity.
- If it's red – does it leave your gums dried or a sticky feeling?
This is tannin
- What kind of body does it have? Big and full or light?
- What fruit can you taste? Is it the same as what you could smell?
Whites: green and crisp or ripe and tropical?
Reds: red berries, plums or ripe black fruit?
- How long does the taste last in your mouth?

CONCLUSIONS

- Do you like it?
- Which customers do you think it will appeal to?
- How could you describe it in 3-4 words?
- Can you think of suitable food matches?

Words for Describing Wine

SWEETNESS	ACIDITY	FRUIT	BODY	STYLE	TANNIN	OAK	FLOWER	HERB & vegetal
Dry	Citrus	Jammy	Light	Barnyard	Grippy	Smoky	White Flowers	Vegetal
Off Dry	Zesty	Ripe	Medium	Smoky	Powerful	Sweet Tobacco	Violet	Cat's Pee
Medium	Refreshing	Juicy	Full	Earthy	Firm	Toasty	Perfumed	Asparagus
Medium Sweet	Bright	Fleshy	Short	Leathery	Structured	Spicy	Lavender	Green
Sweet	Zippy	Plummy	Delicate	Accessible	Chewy	Clove	Rose	Grassy
Luscious	Racy	Red Fruit	Elegant	Clean	Silky	Nutty	Citrus Blossom	Sage
	Edgy	Dark Fruit	Complex	Delicate	Smooth	Caramel	Geranium	Eucalyptus
	Lively	Berry	Powerful	Elegant	Round	Vanilla		Jalapeño
	Fresh	Cassis	Concentrated	Polished	Opulent	Buttery		Dill
	Crisp	Citrus	Opulent	Refined	Voluptuous	Creamy		Bell Pepper
		Stone Fruit	Rich		Supple			
		Tropical			Soft			
		Melon			Mellow			
		Apple						

Tastingnotes

Wine Name:		€
Region/Country:		Vintage
Grape Variety:		
Appearance:	Nose:	Palate:
How would you describe this wine to a guest? Food match?		

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Quiz

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

