

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
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

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

What do Drinkers Expect?

L Wine to be of good

quality

- L Wine to be in good condition
- L Wine to be served at correct temperature
- L A choice of wines to be available
- L Wine service to be professional
- L

Understanding the winedrinker

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

- L A female group of 20-somethings? _____
- L _____
- L _____
- L 2 girlfriends sharing a bottle? _____

What is Wine?

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

What affects the taste of wine?

- L Grape Variety
- L Climate
- L Soil
- L Weather
- L Viticulture (the way grapes are grown)
- L

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.

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

5Canada

50 N

North

America

10° Celsius

30 N

20° Celsius

0 Equator

South

America

Brazil

20° Celsius

30 S

50 S

Chile

10° Celsius

Argentina

Wine Producing Regions of the World

6Russia

Europe

China

South Africa

50 N

30 N

Australia

30 S

New

Zealand

50 S

Grape Varietals

White Grapes White Grapes Phonetic Phonetic Where it Grows Where it Grows Characteristics 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.

Red Grapes Red Grapes Phonetic Phonetic Where it Grows Where it Grows Characteristics 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 (Rhône & 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.

9 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 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.

0 Alcoholic Fermentation

Yeast
Catalyst

+

Make up of a Grape

Stalk

Tannins

Flor

Yeasts

Skin

Colour

Tannin

Flavourings

Pulp Sugar

Acid

Water

Flavourings

Pips Bitter Tannins

1 The winemaking process

White Wine Red Wine

Grapes

crushed to

break skins

Stalks removed

Stalks may

be removed

PRESS

Crushed

grapes pressed

to remove skins

FERMENTATION

VAT

Juice run

off after a

few hours to

produce rosé

wines

Must and skins

kept in contact,

usually by

pumping over,

to facilitate

colour

extraction

FERMENTATION

VAT

Traditionally

oak, now often

stainless steel

FREE-RUN

WINE

PRESS

Juice only

fermented,

no skins

PRESS WINE

May or may not

be blended with

free-run wine

Maturation

Maturation

BOTTLING

2 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

13 Sale & Service of Wine

Storing Wine Unopened Bottles

L On its side, unless the wine is sealed under a screw-cap closure, in which case the dry out, which would cause it to shrink and make the bottle no longer airtight.

L At a constant, cool temperature (13-16°C). It is especially important to avoid major

L Away from bright light (to prevent premature ageing and fading of the label).

L Free from vibration.

L Rotate stock used in displays or that wine will often be spoilt.

Opened Bottles

L 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.

L If you are just using the original cork or screw cap, make sure the wine isn't kept for more than 3 days.

L Preservation systems exist that can extend the shelf life once opened.

4 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". This is the most common wine fault and can occur at the rate of one in 20 bottles opened made from types of plastic, agglomerate cork and screw tops.

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

Tartrate

Change the Bottle Immediately

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

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 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.

15 Serving Wine

Ideal Serve Temperatures

L

L

chilled (12 °C).

Glassware

L Ensure glasses are clean and dry.

L

Opening Bottles: Opening wine with a cork

L Remove the top of the foil capsule by cutting around the lip of the bottle with a waiter's knife.

L Ensure the neck of the bottle is clean.

L Turning the cork screw, not the bottle, drill into the cork (remember not to pierce the wine end of the cork).

L 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

hand once the wire is removed.

L Tilt the bottle to a 30° angle making sure you are not pointing directly at anyone.

L Gripping the cork in one hand, use the other to grip the base of the bottle and turn the bottle, not the cork.

L Hold the cork steady, resisting its

L 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'.

6 Merchandising

Outside

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

blocks of the same colour, ideally 3 bottles of the same together.

Hot Spots

sales). Popular and high margin items should be the easiest to see and buy. trade up from the entry level option.

Tables

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 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!

17 Wine Upselling

- L **Increase credibility of venue**

- L **Increase sales**

- L

- L **Match food and wine**

- L **Tips!**

and improve their experience. It is absolutely not about pushing them into choosing an expensive wine that they neither want nor enjoy.

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.

Rosé Red Light, dry, subtle Light Fruity and juicy

Juicy Spicy Oaked, intense

Know your wine list!

Vital to upselling wine is knowing your wine list, and learning the styles,

grape varieties

with the customers.

- L Smile, relax and engage with the customer to provide them with a better experience of wine choosing that is fun and informative.

- L

- L Show them two

- L Suggest some of your

personal recommendation than a written choice.

- L a few words.

- L Link the food that they have chosen with the wine.

- L If a white wine has been chosen for the starter, but the main course is better suited to

- L 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.

8 The Sale and

Service of Wine

- L **Always present the Wine List with the Food Menu**

- L

(especially to accompany any Seafood dishes)

- L **Show Wine**

List (i.e. the person who ordered it - lady or gentleman)

- L **Open Wine**

- L **Tasting to Host - serve from the right**

- L **Use "twist" technique when serving to minimise drips and use a folded napkin as "pad" to wipe the bottle**

- L **Pour Ladies**

- L **Red Wine - leave on the table, label facing outwards**

- L **White Wine - place in a "wine cooler"**

- L **Champagne/Sparkling Wine - place in Ice Bucket with a napkin**

- L **Re-charge glasses when appropriate**

- L **"May I bring you a fresh bottle?"**

- L **Remember appropriate also by the glass**

L glass of Port or Sherry as “After Dinner” wines

L 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 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.

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

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

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

L Chilli vs tannin (accentuate each other)

L Mouth coating foods e.g. chocolate

L Smoked and red wine (creates a metallic taste)

L Asparagus (intense)

0

MATCHES MADE IN HEAVEN

L Goats' cheese & Sauvignon Blanc

L Duck & Pinot Noir

L Stilton & Port

L Thai dishes & Riesling

MATCHING FOOD AND WINE IN PRACTICE

When tasting food and wine together, simply taste the wine, then taste the 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

L

overpower the other?

L

L the wine make the food taste odd?

L If the food is sweet does it make the wine taste drier?

L the wine make the food taste better, or vice versa?

L cleanse your palate after oily food?

L 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.

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?”

2DESCRIPTION

**BONE DRY,
DELICATE,
NEUTRAL WINES**

**DRY &
AROMATIC
JUICY FRUIT**

**DRIVEN,
RIPE WINES
FULL**

**FLAVOURED,
NUTTY WHITES
LIGHT REDS**

**JUICY REDS
SPICY REDS
OAKED**

**INTENSE REDS
LIGHT, DRY,
SUBTLE**

**ROSÉ WINES
FRUITY, JUICY,
MEDIUM ROSÉ**

**WINES
TRADITIONAL
METHOD FIZZ**

**OTHER FIZZ
(Tank Method/
Charmat Method)**

2

EXAMPLES

Frascati, Muscadet,
Pinot Grigio, Soave
Sauvignon Blanc,
Dry Chenin Blanc,
Dry Riesling
Chenin Blanc,
Semillon, Viognier
Burgundy,
Australian,
Californian
Beaujolais, Light
VDP Reds, Light
Chianti and Valpolicella
Pinot Noir, Merlot,
Chianti, Grenache,
Rioja
Shiraz, Rhone Reds
Bordeaux and New
World Cab Sauv,
Top Riojas
Provence Rosé,
Pinot Grigio Blush,
Spanish Rosé
White Zinfandel,
White Grenache,
Shiraz Rosé
Champagne,
Prosecco, Cava,
Sparkling Wine
Prosecco and
Inexpensive Fizz.
Light undressed salad
E.g. Green salad,
Feta Salad
Fish based salad, Shellfish
and delicate White Fish e.g.
Plaice, Skate, Sole, Clam
Chowder, Smoked Fish
Caesar, Egg, Fish and
Carrots
Caesar, Chicken, Gilled
Peppers,
Onion Tart, Cooked
Grilled and Roasted Veg,
Olives, Prosciutto,
Ratatouille,
Smoked Meats
Roasted Veg,
Smoked Meats,
Wild Mushrooms
Red Meat Salads
Red Meat Salads
Most fish salads and
Vegetable tarts
Roasted Veg,
Pasta Salad,
Chicken Salad
Asparagus & Prosciutto

Salad, Strawberries
White asparagus, light
salads. Mini quiches
and frittata
Clam Chowder, Halibut,
Herring, Mussels, Oysters,
Prawns, Trout
Fish based sauces e.g.
Olive oil
or light cream sauce
Salmon, Scallops
Crab, Lobster, Monkfish,
Swordfish, Tuna, Salmon,
Smoked Fish
Cod, Seared Salmon,
Sea Trout, Tuna
Tuna or Salmon
Generally too heavy for
fish and seafood
Generally too heavy for
fish and seafood
White Fish, Prawns,
Scallops and Mussels
Salmon and Tuna
Poached Salmon, Sole,
Lobster, Shrimps
Sushi, Baked Fish, Crab
Cakes to Prawn Cocktails
to Grilled Salmon
Very light Olive Oil
and Fish based sauces
E.g. Marinara
Fish based sauces
Fish based sauces,
light creamy sauces,
Hollandaise, Pesto
Butter and Cream
based sauces
e.g. Carbonara, Pesto
Tomato based sauces
e.g. Arrabbiata,
Napolitano, Lasagne
Bolognese,
Carbonara, Cooked Tomato
Sauce, Lasagne
Cream based sauces
e.g. Carbonara,
Lasagne, Bolognese,
BBQ and Pepper sauce
Cream and cheesy
based sauce e.g.
Carbonara, Parmesan,
Gorgonzola
Light sauces and
Tomato based sauces
Great with Tomato
based sauces
Light, Fish based
sauces
Cream based sauces Generally too light
for most meats
Simple sauces on
Chicken, Pork
and Veal
Grilled, BBQ, Baked,
Casseroled White
Meats: Chicken, Pork,
Turkey, Veal, Duck
Roast Chicken, Duck,
Ham, Pork,
Turkey
Light Pork dishes,
Roast Chicken and
Turkey
Chicken, Duck, Turkey, light
Beef or Pheasant dishes,
Smoked Meats and Sausages
BBQ, Grilled, Roasted,
Casseroled Game: Duck, Goose
Pheasant, Venison Sausages,
Beef and Lamb
Heavy meat such as Grilled,
Roasted, BBQ, Casseroled
Game: Boar, Duck, Pheasant,
Venison, Beef and Lamb
Meats, Antipasti
meats, Chorizo, Chicken,
Pork and Sausages
BBQ meats, Burgers
and Chops
Antipasti
Parma and other
air-dried ham
Delicate seasoning of
Chives, Dill, Coriander, Fennel,
Parsley, Tarragon
Chives, Coriander,
Dill, Ginger, Lemongrass,

Lime, Tarragon
Basil, Coriander,
Fennel, Light Garlic, Ginger,
Parsley, Tarragon
Basil, Chives, Cloves, Cinnamon,
Coriander, Fennel, Garlic, Ginger,
Nutmeg, Parsley, Spring Onions,
Tarragon
Basil, Coriander,
Garlic, Nutmeg
Basil, Chives,
Coriander, Garlic, Mint,
Nutmeg and Thyme
Black Pepper, Chives,
Cloves, Coriander,
Garlic and Nutmeg
Black Pepper, Chives,
Garlic, Mint, Nutmeg,
Rosemary and Thyme
Basil, Chives,
Lemongrass, Thyme,
Dill, Parsley
Basil, Nutmeg, Garlic,
Pepper
Saffron, Ginger,
Coriander, Garlic
Garlic, Rosemary,
Mustard Greens Generally spice
overwhelms these wines
Especially good with Thai dishes
and some lighter and milder
Indian Meals, Tandoori Fish
Thai & light Indian
dishes e.g. Tandoori,
Korma, Rogan Josh
Coconut flavoured dishes,
Indonesian and some lighter
Indian dishes
Italian and Spanish dishes
with spicy sauces
e.g. Chorizo, Arrabbiata
Moderately hot Indian dishes,
Black bean Sauces, Italian
and Spanish Dishes with
spicy sauces
Rich, Creamy based Indian
Curries e.g. Korma, Balti, Black
Pepper steak sauce
Be careful when pairing up
intense wines with spicy
foods
Spicy Arrabbiata,
Thai and Indonesian
cuisine
Chinese Food e.g.
Plum sauce, Lemon
Chicken
Thai, Indian, Highly
spiced foods
Thai/Indian curry
Very mild flavoured
Cheese e.g. Cream cheese,
Feta, Mozzarella, Ricotta
High acidity cheese
such as Goats Cheese
Semi-soft Cheese e.g.
Brie, Camembert, Chaume,
Mozzarella, some Mature
Cheddars
Mozzarella and
Smoked Cheeses
Cheddar, Mozzarella,
Parmesan and Port-Salut
Cambozola, and other Creamy
Blue Cheeses, Goats
Cheeses and Mature Cheddar
Cambozola, and
other Creamy Blue
Cheeses e.g. Stilton
Brie, Camembert, Chaume,
Cheshire, Edam, Parmesan,
Pont L'Eveque and
Red Leicester
Feta, Goats Cheese
and Mahon Cheese
Creamy Italian
Cheese e.g. Ricotta
and Goats Cheese
Brie, Goats Cheese,
Gouda, Edam,
Parmesan
Parmesan, Gorgonzola,
Camembert, Gruyere,
Pecorino or Taleggio

Tasting,

Assessing & Describing

APPEARANCE

L Is it clear and bright?

L How intense is the colour?

L What colour is it?

White: lemony or more golden?

Reds: purple (young wine) or more red?

NOSE

L Does it smell fresh and clean?

L How powerful are the aromas?

L Does it smell fruity or spicy?

What fruit characters do you smell?

Whites: green fruit or ripe, tropical fruit?

TASTE

L Is it dry or can you taste a bit of sweetness?

L Does it make your mouth water? This is a sign of acidity.

L If it's red – does it leave your gums dried or a sticky feeling?

This is tannin

L What kind of body does it have? Big and full or light?

L 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?

L How long does the taste last in your mouth?

CONCLUSIONS

L Do you like it?

L Which customers do you think it will appeal to?

L How could you describe it in 3-4 words?

L Can you think of suitable food matches?

Words

for

Describing Wine

SWEETNESS ACIDITY FRUIT BODY STYLE TANNIN OAK FLOWER HERB &

Dry Off Dry Medium Medium Sweet

Sweet Luscious Citrus Zesty Refreshing Bright Zippy Racy Edgy Lively Fresh Crisp Jammy Ripe Juicy Fleshy Plummy Red Fruit Dark Fruit

Berry Cassis Citrus Stone Fruit

Tropical Melon Apple

Light Medium Full Short Delicate Elegant Complex Powerful Concentrated Opulent Rich Barnyard Smoky Earthy Leathery Accessible Clean Delicate Elegant Polished Refined Grippy Powerful

Firm Structured Chewy Silky Smooth Round Opulent Voluptuous Supple

Soft

Mellow

Smoky Sweet Tobacco

Toasty Spicy Clove Nutty Caramel Vanilla Buttery Creamy White Flowers

Violet Perfumed Lavender Rose Citrus Blossom

Geranium Vegetal

Cat's Pee

Asparagus

Green

Grassy

Sage

Eucalyptus

Jalapeno

Dill

Bell

Pepper

2 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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6 Tastingnotes

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Grape Variety:
Appearance: Nose: Palate:
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8 Tastingnotes

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Grape Variety:
Appearance: Nose: Palate:

How would you describe this wine to a guest? Food match?

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Region/Country: Vintage

Grape Variety:

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Quiz

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4

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