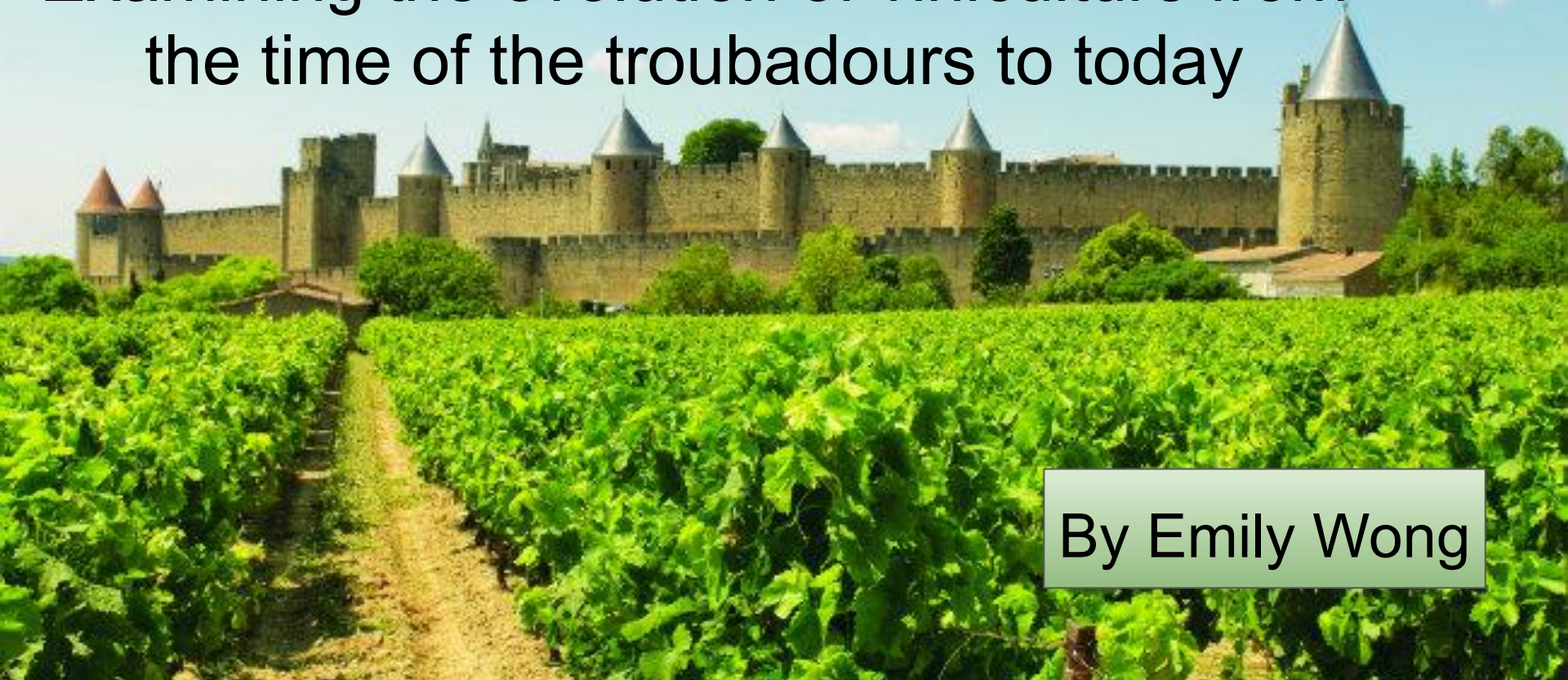


Wine Through the Ages:

Examining the evolution of viniculture from
the time of the troubadours to today



By Emily Wong

Wine's arrival in France

- Wine was brought to France by Greek immigrants in the 6th century
- Originally, they only used wine varieties that flourished in Italy
- Meant that wine was originally only popular in the Mediterranean south, where it was enjoyed by all classes
- North saw wine as a luxury item and a symbol of status
- The spread of Christianity, which used wine as a part of Mass, further elevated its status and spread
- Monasteries and the nobility owned the majority of vineyards

Wine production in the 11th - 13th centuries

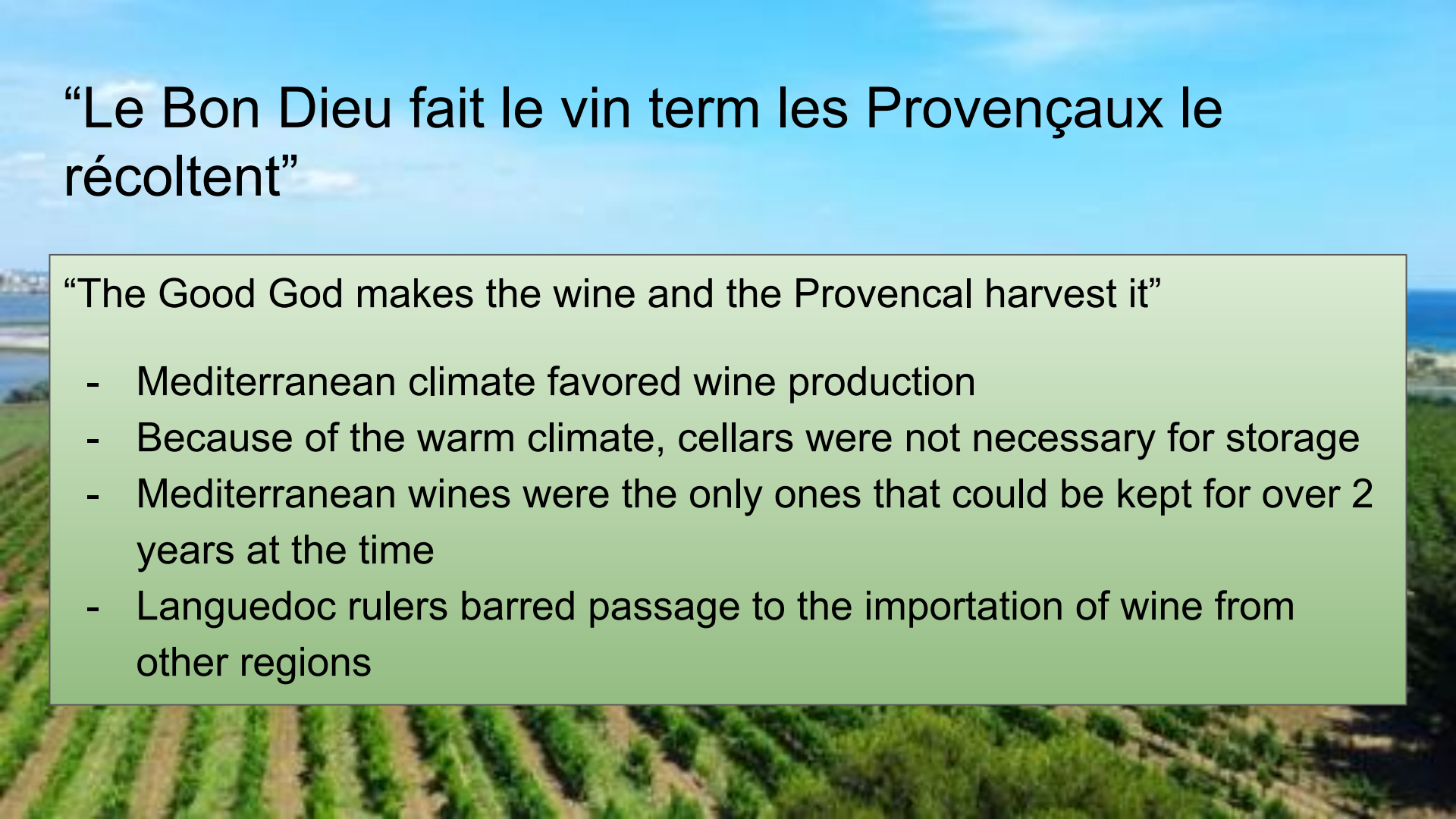
- Period of experimentation
- Herbs, water, fruits, or sugar were added to make the wine drinkable
- Cared more about entertainment than quality
- Healthier than other available drinks
- Wines were kept in jars called amphoras and were thus drunk without extensive aging
- First traces of modern techniques in 1544 by monks (terroir)

Quick refresher on where we are



Here!



The background of the slide is a scenic photograph. The lower half shows a lush green vineyard with rows of grapevines stretching into the distance. The upper half shows a clear blue sky with a few wispy clouds. On the far left and right edges, a glimpse of a coastline with a blue sea and some buildings is visible.

“Le Bon Dieu fait le vin term les Provençaux le récoltent”

“The Good God makes the wine and the Provencal harvest it”

- Mediterranean climate favored wine production
- Because of the warm climate, cellars were not necessary for storage
- Mediterranean wines were the only ones that could be kept for over 2 years at the time
- Languedoc rulers barred passage to the importation of wine from other regions

Revolt of the Languedoc winegrowers

- Mass movement in 1907 in Languedoc caused by a winemaking crisis
- Languedoc winemakers were threatened by imported wines from Algeria, creating an imbalance between supply and demand
- Process of chaptalization, or adding sugar before fermentation to increase alcohol content. Also allowed winemakers to increase the quantity through dilution
- This ruined small wine growers, which created a domino effect on people of other trades
- A group of Minervois wine growers, named the Argeliers Committee, called for a march to Narbonne for an interview with a parliamentary commission
- On May 5 there was a gathering of 100,000 in Narbonne
- The winegrowers revolt was politically endorsed by all groups
- In Narbonne in June 20, troops were ordered to fire on demonstrators, killing 5
- In response, 500 soldiers revolted, causing alarm in Paris
- On June 23, a law was finally passed to stop the massive chaptalization of wine

Wine today in Languedoc-Roussillon

- The French today consume wine at essentially every meal (except breakfast)
- Franck believes that the previous generation drank cheaper wines every day, but this generation drinks more expensive wines once/week
- The French start drinking wine at around age 15, but they learn to taste at a very young age
- Preference for regional wines, especially because of restrictions from customs and taxes within France



Buying wine in France

- Appellation = where the wine is from
 - This is different than other countries, where the grape variety is often highlighted
 - Appellation D'origine Contrôlée (AOC) system = model for French wine regulation that allows users to know the exact style. Classification has to do with limits on the land and way of picking wine
- Cru = growth, or the hierarchy of the age and quality of the vines
 - Grand cru > premier cru > villages > regional
 - Output restrictions on first two
- Terroir = character of the place the wine is from
 - Soil, amount of rain, kind of breeze, altitude, etc.
 - Individuality of a particular wine
- Price
 - Better wines should be in the 10-12 euro range

More tips!

- Choose a wine bottled where it was made
 - Mis en bouteille au château / Mis en bouteille à la propriété
- Look for bottles with AOP or AOC as a sign of quality appellations
 - These stand for Appellation d'Origine Contrôlée and Appellation d'Origine Protégée
- Bottle capsules
 - Green = AOC or AOP labelled wine, indication of good quality
 - Blue = table wine, cheaper or everyday wine
 - Red = not produced in a specific way or from a specific region
 - R = récoltant = bottled by the same person who owns the grapes and produces the wine
 - N = négociant = vineyard does not belong to the person who bottled the wine
 - E = entrepositaire agréé = marketed by someone unconnected with the vineyard, usually means the grapes were bought in bulk
- Summary: best are green capsules with the letter R



Different types of wines

Light-bodied Wines

(under 12.5% alcohol)

Crisp, refreshing

Riesling
Italian Prosecco
Vinho Verde
Pinot Noir

Medium-bodied Wines

(12.5% - 13.5% alcohol)

Pinot Grigio
Sauvignon Blanc
Rose
French Burgundy

Full-bodied Wines

(13.5% - 14% alcohol)

Chardonnay
Zinfandel
Syrah/Shiraz
Cabernet
Merlot
Malbec

Dessert Wines

(over 14% alcohol)

Moscato
Port
Sherry

Serving wines

Selecting the proper glass



WINE FOLLY

Temperature

Like soda or beer, wine also has best practices for serving temperature.



WINE FOLLY

Popular wines in the region & what to look for

1. Mauzac

- White wine, fresh not sweet. Acidic, with hints of apples
- Good with: foie gras, **goat cheese**, fish and light seafood dishes, strawberries

2. Picpoul

- Vibrant white wine
- Good with: smoked oysters, anchovies, olive tapenade, **manchego**

3. Minerve

- Red wine. Notes of black fruits and spices
- Good with: white meat, like a marinated chicken, **brie**

Wines continued

1. Fitou

- Red wine produced in central zone. Fine tannins, spicy notes, backdrop of ripe fruit
- Good with: grilled or red meat, like boar, **Roquefort cheese**

2. Muscat

- Naturally sweet sparkling white wine. Floral aromas
- Dessert wine, good with **fruits** or tarts

3. Maury

- Sweet red wine
- Good with **strawberries** and **chocolate**

THANKS



Please drink responsibly

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