

Tasting & Grading WINE

by

Clive Michelsen

Publisher

JAC International AB
LIMHAMN Sweden

Contents

Page

Foreword

Chapter 1

Principles of Wine

- Viticulture 1
- Timing of the harvest 6
- Insectory 8
- Vinification, Procedures for red and white winemaking 9

Chapter 2

Styles of Wine

- Old World Style 18
- New World Style 18
- Fruit-driven 20
- Style-driven 20

Chapter 3

Wine-Tasting Procedures

- Variables affecting taste 23
- Color and Appearance 24
- The Aroma Cap 30
- Aroma
 - 1. Fullness or Depth 32
 - 2. Grape or Blend Typicity 32
 - 3. Age and Volatility 33
 - 4. Characteristics 33
- Taste
 - 1. Sweetness 36
 - 2. Carbonic Acid 36
 - 3. Acidity 37
 - 4. Bitterness 37
 - 5. Tannin 38
 - 6. Alcohol 40
 - 7. Fruit Structure 40
 - 8. Body 41
 - 9. Length 41
 - 10. Overall Balance 42
 - 11. Volatile Characters 43
- Total Current and Potential Storage 43
- Summary 45

Chapter 4

Defects in Wines

- Manufacturing Defects
 - 1. Post-fermentation 48
 - 2. Oxidation 49
 - 3. Corked or Trichloranisole (TCA) 50
 - 4. Ethylacetate 51
 - 5. Sulfur Dioxide 51
 - 6. Volatile Acidity 51
 - 7. Hydrogen Sulfide 51
 - 8. Yeast Spoilage 51
 - 9. Mousiness 51
 - 10. Geraniums 52



| | |
|-------------------------|----|
| · Cosmetic defects | |
| 1. Tartrate Crystals | 52 |
| 2. Sediment | 52 |
| 3. Protein Haze | 52 |
| 4. Cork | 53 |
| 5. Iron and Copper Case | 53 |
| 6. Botrytis Cinerea | 53 |

Chapter 5

Grading Procedures

| | |
|--|----|
| · Variables Affecting a Wine's Grade | 54 |
| · Grading Sheets | 55 |
| · Grading the Wine's Appearance and Color | 57 |
| 1. Appearance and Color | 58 |
| 2. Carbonic Acid | 59 |
| 3. Viscosity | 60 |
| 4. Color and Hue | 61 |
| 5. Depth | 62 |
| · Grading Aroma | 63 |
| 1. Depth or Fullness | 64 |
| 2. Grape or Blend Typicity | 65 |
| 3. Age and Volatility | 66 |
| 4. Aroma Cap Differential | 67 |
| 5. Characters & Major Character Assessment | 68 |
| · Grading Taste | 70 |
| 1. Taste Point Assessment | 70 |
| 2. Sweetness, Acidity and Balance | 71 |
| 3. Alcohol Levels | 72 |
| 4. Bitterness | 73 |
| 5. Fruit Structure | 74 |
| 6. Body | 75 |
| 7. Grape Taste Typicity | 76 |
| 8. Overall Balance | 77 |
| 9. Length | 78 |
| · Current and Potential Storage | 78 |
| 1. The Storage Point Assessment | 79 |
| · Summary (Balance, Quality and Value) | 82 |

Chapter 6

Wine Marketing, Pricing and Quality

| | |
|---|----|
| · Marketing Principles for Beverages | 86 |
| 1. Marketing Analysis and Planning | 86 |
| 2. Selecting Target Markets | 86 |
| 3. Marketing Implementation | 86 |
| 4. Marketing Control | 87 |
| · Targeting Agents, Distributors, Retailers and Consumers | |
| 1. Demand Measurement and Forecasting | 87 |
| 2. Market Segmentation | 87 |
| 3. Market Positioning | 89 |
| 4. Competitive Marketing Strategies | 89 |



| | |
|--|-----|
| · The Marketing Mix | |
| 1. Product | 90 |
| 2. Place | 90 |
| 3. Price | 90 |
| 4. Promotion | 90 |
| · A Wine's True Value | |
| 1. Quality to Price Ratios | 91 |
| · United States Market & Prices | |
| 1. Understanding the US Market | 92 |
| 2. Control & Monopoly States | 92 |
| 3. Open or License States | 92 |
| 4. Reciprocity State | 92 |
| 5. Direct Shipping | 92 |
| 6. The Three Tier System | 92 |
| a) Producer and/or Importer | 93 |
| b) Distributor and/or Importer | 93 |
| c) Retailer | 93 |
| 7. Other regulations | 93 |
| 8. Pricing & Brand Portfolios | 93 |
| US Price to Points Value Graphs | |
| Red wines – wine quality to price ratio scales | 94 |
| White wines – wine quality to price ratio scales | 95 |
| Champagne & Sparkling – wine quality to price ratio scales | 96 |
| Sweet wines – wine quality to price ratio scales | 97 |
| Port wines – wine quality to price ratio scales | 98 |
| · United Kingdom Market & Prices | |
| 1. Retail | 99 |
| 2. On-trade | 99 |
| 3. Government Regulations and Web Site Links | 99 |
| UK Price to Points Value Graphs | |
| Red wines – wine quality to price ratio scales | 100 |
| White wines – wine quality to price ratio scales | 101 |
| Champagne & Sparkling – wine quality to price ratio scales | 102 |
| Sweet wines – wine quality to price ratio scales | 103 |
| Port wines – wine quality to price ratio scales | 104 |
| · French, Spanish, Italian & German Market & Prices | |
| 1. Unrestricted Systems | 105 |
| 2. France | 105 |
| 3. Spain | 105 |
| 4. Italy | 105 |
| 5. Germany | 105 |
| French, Spanish, Italian & German Price to Points Value Graphs | |
| Red wines – wine quality to price ratio scales | 106 |
| White wines – wine quality to price ratio scales | 107 |
| Champagne & Sparkling – wine quality to price ratio scales | 108 |
| Sweet wines – wine quality to price ratio scales | 109 |
| Port wines – wine quality to price ratio scales | 110 |
| · Swedish Market & Prices | |
| 1. Monopoly State | 111 |
| 2. Customer Service | 111 |
| Swedish Price to Points Value Graphs | |
| Red wines – wine quality to price ratio scales | 112 |
| White wines – wine quality to price ratio scales | 113 |
| Champagne & Sparkling – wine quality to price ratio scales | 114 |
| Sweet wines – wine quality to price ratio scales | 115 |
| Port wines – wine quality to price ratio scales | 116 |



Chapter 7

Grape Varieties, Oak and Additives

| | |
|---|-----|
| Grapes and varieties | 117 |
| Major Red Grapes | |
| · Barbera | 118 |
| · Cabernet Franc | 119 |
| · Cabernet Sauvignon | 120 |
| · Cinsaut | 121 |
| · Gamay | 122 |
| · Grenache / Grenacha | 123 |
| · Malbec | 124 |
| · Merlot | 125 |
| · Nebbiolo | 126 |
| · Pinotage | 127 |
| · Pinot Noir | 128 |
| · Sangiovese | 129 |
| · Syrah / Shiraz | 130 |
| · Tempranillo | 131 |
| · Zinfandel | 132 |
| Major White Grapes | |
| · Aligoté | 133 |
| · Chardonnay | 134 |
| · Chenin Blanc / Steen | 135 |
| · Gewürztraminer | 136 |
| · Grüner Veltliner | 137 |
| · Macabeo | 138 |
| · Muscat petit grains | 139 |
| · Pinot Blanc | 140 |
| · Pinot Gris | 141 |
| · Riesling | 142 |
| · Sauvignon Blanc | 143 |
| · Sangiovese | 144 |
| · Sémillon | 145 |
| · Uni Blanc / Trebbiano | 146 |
| · Viognier | 147 |
| The use of oak, oak barrels and other additives | 148 |

Chapter 8

Aerating & Decanting Wine

| | |
|--------------------------------|-----|
| · Aerating and Decanting wines | 153 |
|--------------------------------|-----|

Appendix

| | |
|------------------------------|-----|
| · Grading Sheet | 157 |
| · Vintages | 158 |
| · Character Summation Charts | 159 |
| · Red Grape Ratio Charts | 160 |
| · White Grape Ration Charts | 161 |

Index

162

