

Australia In the Wine World

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Lecture 2: An overview of the Australian Wine Industry (1960-2010)

- Takes 15 years, for vineyards to reach maturity (right balance and quality)
- Only after then, can one come to a conclusion whether it was the right decision
- Timeframes for periods in Europe, 20-30 years considered nothing
- But in Australia, it is considered a very long time
- The cultivation of wine is a generational thing, long term prospect

Sydney Cove

- Too humid
- Caused rot and mould
- Was the first vineyard

	<----- 1950s	1980s ----->
<u>Table wine (9- 14% alcohol)</u> Red, white, rose Is what is usually served in bars No carbon dioxide	10% popularity If you walk into a pub and say you want a glass of wine, ppl think you want a glass of sherry or port.	85% of all wine that is produced, exported and drank is table wine.
<u>Fortified wine (higher in alcohol 18-19%)</u> Port, Muscat, tokay, Sherry	80% of all wine produced was fortified wine	Fortified wine is now 4-5% in the world. However, what is served in bars when asked for red wine is fortified wine
<u>Sparkling wine (9-12.5%)</u> White, red, rose	10%	15%
<u>Flavoured wine (15-18%)</u> E.g Vermouth (Campari) Flavoured with things other than grape, can be sweetened, spiced, artichoke) typically in cocktails today.	2-3%	2-3%
Per capita consumption (per head per annum)	4-5 ltr per hear pa Only drunk on special occasions, port or sherry after or before dinner.	Per capita consumption 24-25 litres per head p.a Plateaued out. Static. People aren't gonna drink anymore wine. While popu increase, they go to other alco too.

Massive turn around in wine preferences.

Why the shift in preferences?

- Driven internally, by society and externally
- Change sociologically

In 1960s (Red wine boom)

- Chemistry and biological understanding helped change winemaking and enabled us to produce higher quality red wine.
- We began to understand the microorganisms behind the spoilage of flavour of the wine, and how to combat it.
- We also learned how to be cleaner during our wine production.
- We began to use Sulfur Dioxide, SO₂, more liberally as a preservative.
- Since we began to produce better tasting wine, thus higher demand.
- People began to write about wine, form clubs etc.
- We can credit the rise of popularity of wine to the world, where their idea of drinking wine with every meal is the norm.
- The idea of drinking wine during special occasions etc.
- People came from Europe brought with them these ideas, of table wine being drunk at meals.
- People became more interested in food, wine hence there was a sociological change
- Breaking away from anglosaxon ties

Varietal Labeling began

- In Australia, different wine styles were named after the regions where they came from, not grape varieties. This was a reference to European wine styles.
- Later on, they began to label the wine by their grape varieties as a way to provide more information to the consumers. More accessible, less intimidating. Last time people think it was upper class.
- Came about due to the increased consumer demands for information transparency.
- In the Old World, wine is labelled by their region.
- In the New World, wine is primarily labelled by their grape variety, and the region is secondary.

In the 1970s (White wine boom)

New technology introduced

- Stainless steel tanks
- Refrigeration in winemaking
- Bag in the box (Goon)

Making fresh wine was the aim

- Wines did not taste lively, fruity, tasted hard by today's standards
- Did not taste of the original grape variety, crisp etc.
- We changed that with the new technology, and people's preferences in white wine.
- Stainless steel was used because of it could be cleaned and be eradicated of microorganisms.
- Idea of the crisp wine came from fruit salad
 - Cut up fruit
 - Place fruit in stainless steel bowl
 - Glad wrap it
 - Chill it in the fridge

- Then the fermentation occurs
- Make sure that there is as little oxygen in the tank as possible, make it as full as possible. If unable to do so, we put a blanket of CO₂.
- If u put glad wrap, it'll be crisp, if u didn't it would be mushy
- So if u wanna make wine that's crisp and fresh, light, refreshing, we have to process, crush fruit, separate skins away (they have bitter compounds) then ferment in a stainless steel tank
- Bag in a box, was invented for logistic improvements.
 - Lighter than bottled wine
 - Larger economies of scale
 - Cheaper
- Mass marketing began
 - Before that we were farmers, production driven
 - What does the market want, rather than the other way round
- Shift in perception of wine, used to be drunk with food ALWAYS
 - Mediterranean lifestyle
- However, now wine is being marketed as a BEVERAGE, that can be drunk on its own.
- Varietal labelling became even more common, consumer friendly

Lecture 8 - Wines of the world (France)

Low value high volume wine at the bottom. Warm Mediterranean climate.

Cognac

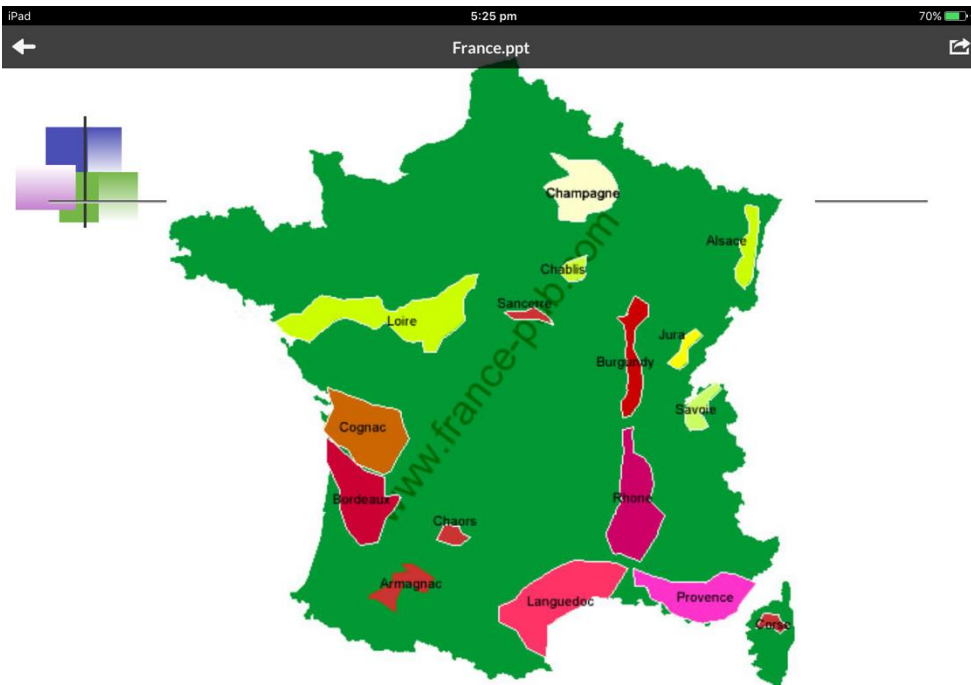
- Distilled into brandy
- Brandy is the only spirit that's distilled from grapes
- If people say here's a bottle of cognac it's actually a brand of brandy. Or armagnac.

Appellation Controlee (AC) – control and protection of the name

- Started in France
- Protects the brand name
- Puts Terroir into law
- Name of AC region is on labels
- Region is determined by history and now law
- Tightly controlled since WW2 to ensure market control
- Controls:
 - Variety
 - Yield (Hectolitres) – maximum yield you can get
 - Viticulture – some places irrigation is not allowed. Now they're allowing in some places cause it's getting hotter
 - Winemaking techniques – eg barrel has to be French oak etc
- You get the benefit of the brand name!
- *Je mapelle* means name, therefore name control
- A wine that is made from the grape variety that is outside of the AC, will never be able to bear the name of the region it came from. It is illegal.
- Wines outside AC considered lower quality
- French wine quality below AC
 - Vin de Pays: Controls over winemaking regionality, but may have varietal naming
 - Vin de table: simple, most basic, little regulation
- Changes from 2012
 - **Appellation d'origine protegee (AOP)** replacing AOC- not trying to say they're trying to control, it's more for their protection and good
 - **Vin de France** is changing from Vin de Table – trying to market French wine as high quality champagne. Allowing grape variety and vintage to be indicated on the label.
 - **Indication géographique protégée (IGP)** replace Vin de Pays – saying this wine does come from a specific wine region but within that region this wine can then be made can be made how the winemaker wants to do it without control. Eg if you want to make a wine that's not within the variety etc, it's IGP
- Chateaux (Used in Bordeaux) & Domaine (Used in Burgundy) both term used to call an estate that produces wine

By labelling wine as a smaller region, the wine will have greater value.

The more there is the terroir in the bottle, the more unique and valuable it is



Champagne

- Cool marginal climate
- Chalk soil, hills
- Chalk allows penetration of water, uptake of lots of minerals, hence high acids
- Only 'Methode Champenoise' production method is allowed
- Chardonnay, Pinot Noir, Pinot Meunier (Red that's quite light)
- If the pressed juice ends up being slightly pink, turn it into Rose
- Grapes pressed in the vineyards, made and aged at the 'Houses'
 - First step in making. They don't crush it
 - No skin contact whatsoever
- Style and House styles
- Cote means slope in French

Styles of champagne

1. Non-vintage (NV): Rose/White

- Lowest price!!
- Keep some of last year's wine.
- It is a blend of different years, previous vintages
- To get consistency, some years are too cold.
- To ensure the style, character, flavor are all the same.
- Only achievable through blending to get the same
- Consistency

2.Vintage: Rose/White

- Only choose to make this in 'Good' Years
- Thus rarer, more limited

3.Blanc De Blanc - Vintage (Chardonnay 100%)

Blanc de Noir - Vintage (Pinot Noir 100%) (White from red)

More product = brand extension

4.Prestige Cuvee – vintage

- Most expensive!!
- Only in 'GREAT' years
- Prestige name for Moët is Dom Perignon
- Almost all the houses that produce this have separate names for it