

Tersina Wine Journal

Interviews with winemakers and producers; thoughts on wine...

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Out of the box wine events

We are always invited to wine tasting events, wine workshops and masterclasses. Most of the time we enjoy them because the presenters are knowledgeable, the winemakers are passionate, the owners have stories to tell, and the wines are good. But with so many tastings we attend over the years, how many of these events can we truly remember?

Time around big trade fairs is particularly busy with big and small wineries fighting to invite the same group of people to their functions. [Vinexpo](#) this year was no difference. However, there were two tastings that the organisers went that extra mile to make the events memorable.



The first one was [Vinadeis Fashion and Wine](#). Vinadeis teamed up with designer Jean Daniel Peccolo to present [Olivier Dauga's](#) latest wine through fashion, which according to Jean, was inspired by the harvesting in vineyards. Guests were invited to taste one wine when the model walked out, where the wine and the clothes were linked with a common emotion. For example, Chateau de Jonquieres Cuvée Eole 2014, a blend of Syrah and Grenache from Corbières in Southern France, was titled The Saucy One because of its fruitiness and round mouthfeel that was also the theme of the outfit. Seven wines were presented with seven sets of clothing under seven themes. I dare say that to a lot of wine professionals (me included), this was a little too far-stretched and difficult to imagine. Prior to the fashion show/tasting, Bertrand Girard, CEO of Vinadeis, said we should interpret the wine and fashion through emotion and

feeling, rather than the technical information or tasting notes. He was probably right because sometimes we are too analytical and forget about the pleasure of drinking wine. The wines presented were all well-made and guests, mostly consumers, clearly enjoyed this unique experience, happily snapping away and drinking the wine. I'm sure they would remember the wine better because of this occasion and are more likely to talk about it with friends.

The second event was the [California wine tasting](#) that started with a sparkling wine breakfast. An upbeat video highlighting the Californian spirits and lifestyle set the scene. Speakers, all well-respected professionals including Sarah Kemp, Debra Meiburg MW, Sarah Jane Evans MW and Karen MacNeil, then walked to the stage in a truly Hollywood style accompanied by their chosen songs such as California Dreamin'. The ladies made a point that the quality of Californian wine has been recognised at Steven Spurrier Judgement of Paris tasting in 1976 so this event was not to discuss about soil or winemaking techniques but rather the entrepreneur's spirits of the owners/winemakers as well as appreciating the many different styles of wine. 17 top class wines were tasted and guests, even though the bold style of Californian wine may not their cup of tea, all left on a high note. I believe this Vinexpo tasting must be the most 'shared' on Facebook and Instagram.



Wine is the most fragmented product with thousands of big and small brands from all over the world. Wine quality of course is important but it is not enough to make the brand stand out from the crowd. Whether you like their approaches or not, [Vinadeis](#) and [California Wine Institute](#) have successfully grabbed their guests' attention. Won't we all remember the ladies in red sunglasses when sipping a Californian wine now?



These two events also reminded me of 'The Feminine side of Riesling, presented by women for women' tasting organised by [Wines of Germany](#) in 2014 Vinexpo. That tasting was nowhere as costly as these two but the fact that only women presenters and guests were invited was enough to make people talked about then and even remember today.

Therefore, a stand out event doesn't need to be expensive, it just needs to be creative.

The wines left the most impressions were:

Vinadeis:

Domaine de Carpy Cuvée Vue Imprenable 2014, Fitou, (Grenache, Carignan and Mourvèdre)
Cazelles Verdier, Cuvée Les Pierres qui Chantent 2015, IGP Pay's d'Oc (Chardonnay)

California:

[Domaine Carneros](#) 'Brut Cuvee' 2011, Carneros
[Au Bon Climat](#) 'Bien Nacido Vineyard' Chardonnay 01, Santa Maria Valley
[Longoria](#) 'Fe Ciega Vineyard' Pinot Noir 2013 Santa Rita Hills
[Seghesio Family Vineyards](#) 'Cortina' Zinfandel 2013, Dry Creek Valley

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