

# Wines of North America

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# Objectives

- Discuss legal and ethical issues in regard to the sale and service of alcoholic beverages
- Identify geographical regions for wine production in the US
- Identify fermented, brewed and distilled beverages



Image from: <https://grapecollective.com/articles/dr-konstantin-frank-the-innovative-finger-lakes-winery>



Image From: <http://www.noblewinesltd.com/site/veronique-drouhin-of-maison-joseph-drouhin-domaine-drouhin-oregon/>

# THE AMERICAN ISSUE

*A Saloonless Nation and a Stainless Flag*

Volume XXXVI

WESTERVILLE, OHIO, JANUARY 29, 1919

Number 4

# U.S. IS VOTED DRY

## 36th STATE RATIFIES DRY AMENDMENT JAN. 16

Nebraska Noses Out Missouri for Honor of Completing Job of Writing Dry Act Into the Constitution; Wyoming, Wisconsin and Minnesota Right on Their Heels

## JANUARY 16, 1919, MOMENTOUS DAY IN WORLD'S HISTORY

Identify the reasons/theories that lead to prohibition

# Introduction: Prohibition

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Alcohol production and distribution was illegal in the United States from 1920-1933. Were there exceptions?





# Introduction: Prohibition

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**ORIGINAL LIQUOR PRESCRIPTION STUB**  
**E378812**

DATE PRESCRIBED \_\_\_\_\_

FULL NAME OF PATIENT \_\_\_\_\_

ADDRESS \_\_\_\_\_  
NUMBER STREET

CITY STATE

AILMENT FOR WHICH PRESCRIBED \_\_\_\_\_

KIND AND QUANTITY OF LIQUOR PRESCRIBED \_\_\_\_\_

SIGN FULL NAME \_\_\_\_\_ **M.D.**

ADDRESS \_\_\_\_\_  
NUMBER STREET

CITY STATE PERMIT NUMBER \_\_\_\_\_  
**97**

**ORIGINAL**

**PRESCRIPTION FORM FOR MEDICINAL LIQUOR**

**E378812**

**Rx**

KIND OF LIQUOR QUANTITY DIRECTIONS

FULL NAME OF PATIENT DATE PRESCRIBED

PATIENTS ADDRESS \_\_\_\_\_  
NUMBER STREET CITY STATE

PRESCRIBERS SIGNATURE PRESCRIBERS PERMIT NUMBER

PRESCRIBERS ADDRESS \_\_\_\_\_  
NUMBER STREET CITY STATE

CANCELED \_\_\_\_\_

DRUG STORE NAME AS ON PERMIT PERMIT NUMBER

DISPENSERS SIGNATURE DATE FILLED AND CANCELED STRIP STAMP NUMBER

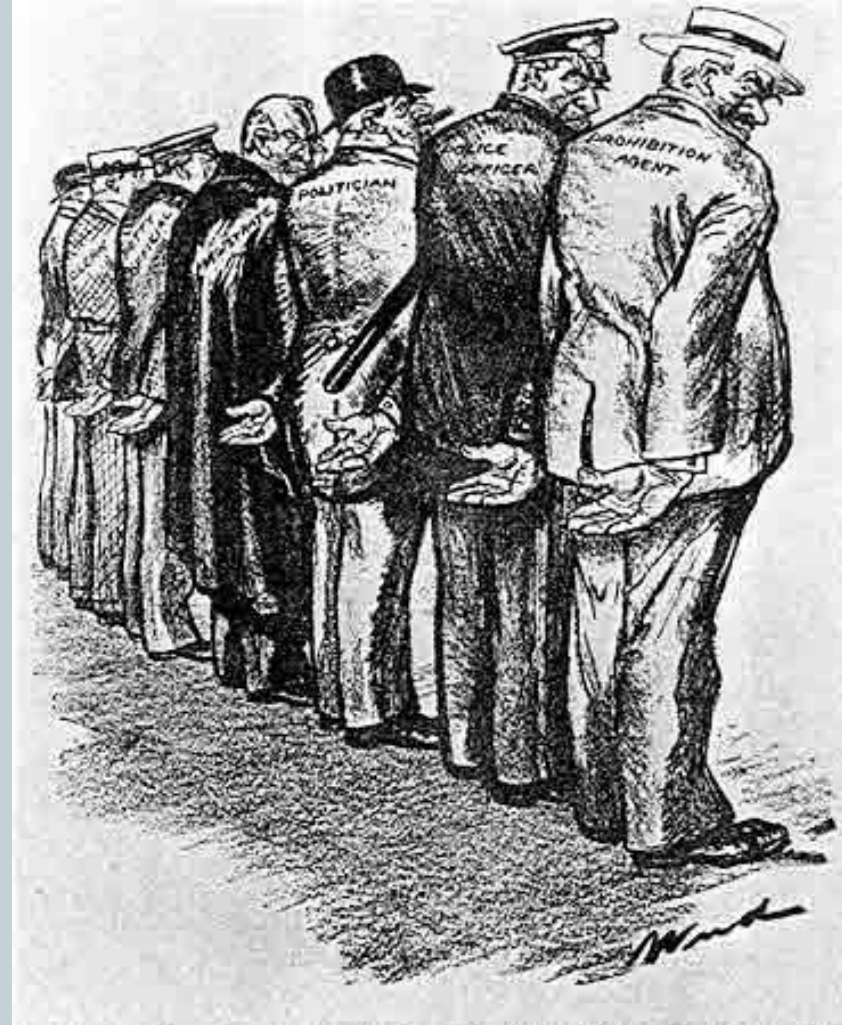
STORE ADDRESS \_\_\_\_\_  
NUMBER STREET CITY STATE

SEE REVERSE SIDE FOR INSTRUCTIONS  
DO NOT REFILL OR TRANSFER UNDER PENALTY **97**

**ORIGINAL**

# Prohibition: The Reality

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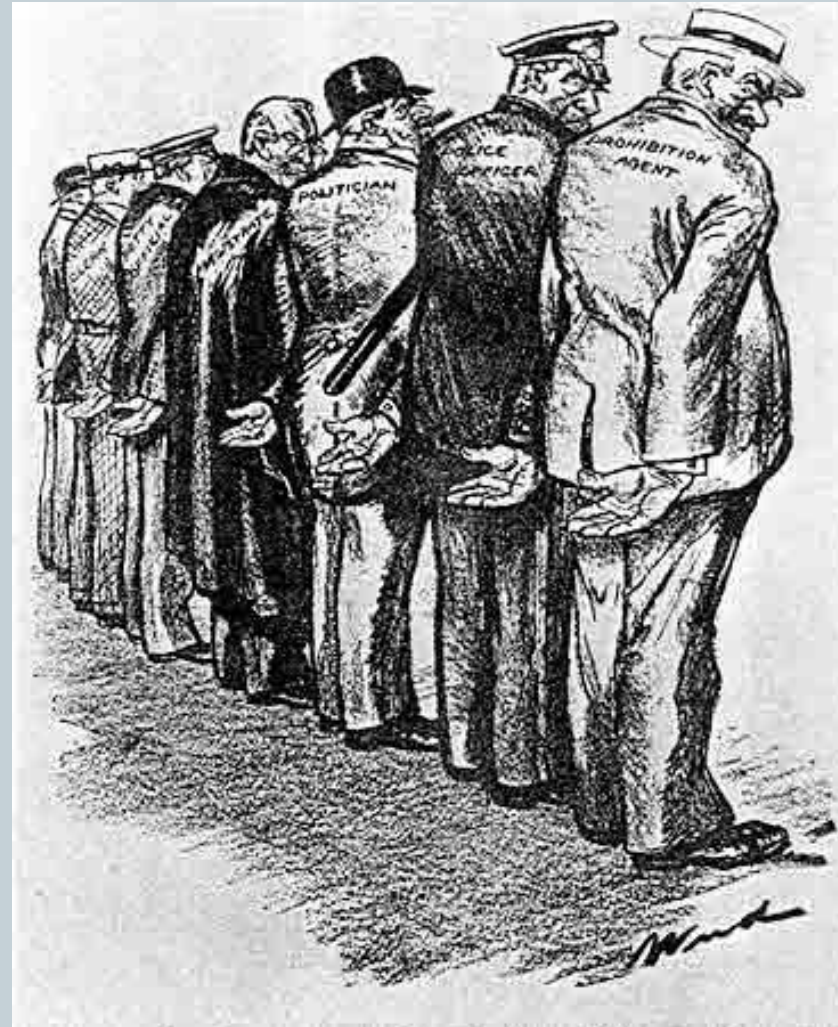




# Prohibition: The Reality

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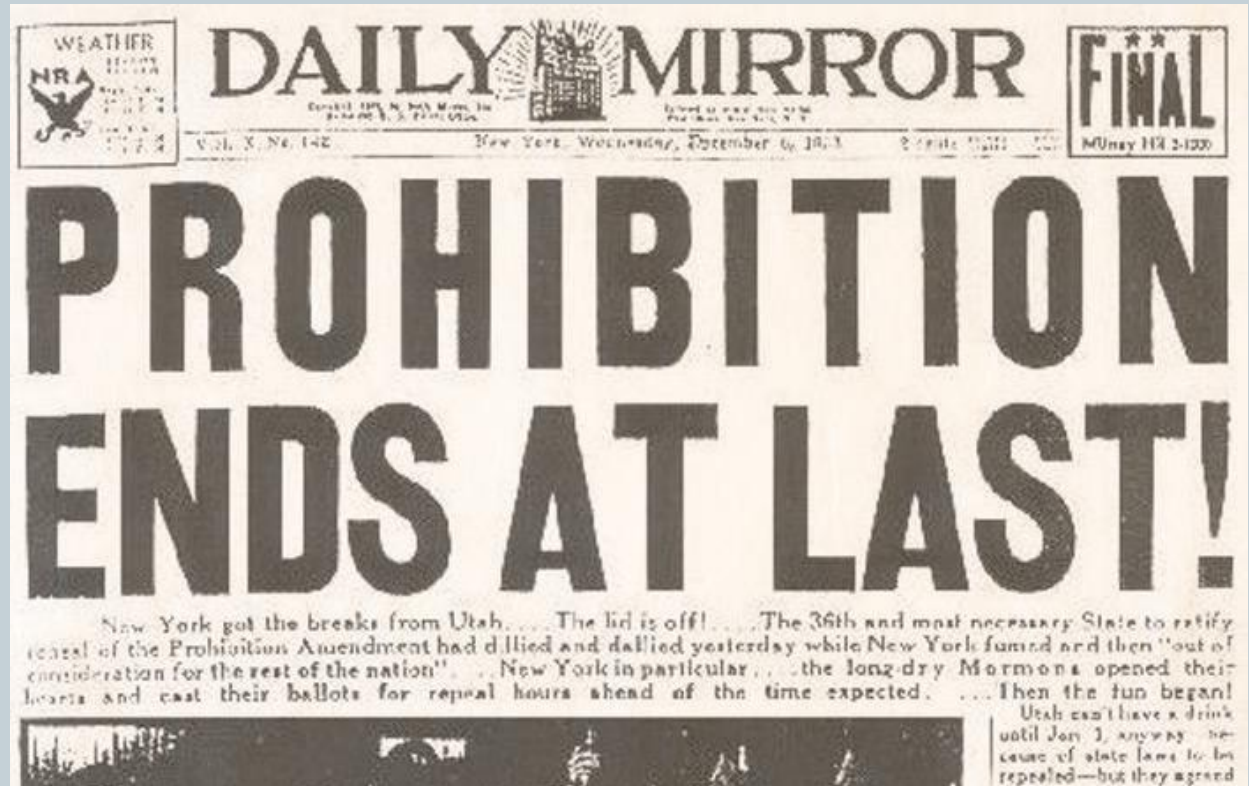
- Grape varieties changed
- Shipped grapes and “bricks” to end user
- Wineries closed
  - No R&D
  - No Market
- Drinking continued
  - No money to enforce law
  - Speak Easies
  - Organized Crime
  - Increase alcohol poisoning deaths
- Church attendance increased
- Medical prescriptions increased



# Prohibition: The End of the Nobel Experiment

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- Depression
- Drought
- Continued Consumption
- State by state control



- Not until the 1970's did wine consumption reach pre-prohibition levels of ~1.5 gallons per capita



## US Consumption of Wine 1997-2014

What trend do you notice?

What is driving the trends?

What do the trends mean to you?

What do the trends mean to restaurateurs and F&B managers?

Why was 2008 less than 2007?

Source:

<http://www.wineinstitute.org/resources/statistics/article86>

Year	Total Wine per Resident <sup>1</sup>	Total Wine Gallons	Total Table Wine Gallons <sup>2</sup>
2014	2.80 gals	893 million	769 million
2013	2.80 gals	886 million	769 million
2012	2.73 gals	856 million	749 million
2011	2.68 gals	836 million	724 million
2010	2.53 gals	784 million	681 million
2009	2.49 gals	763 million	666 million
2008	2.45 gals	746 million	650 million
2007	2.46 gals	742 million	647 million
2006	2.40 gals	717 million	628 million
2005	2.34 gals	691 million	609 million
2004	2.26 gals	665 million	589 million
2003	2.20 gals	639 million	570 million
2002	2.14 gals	617 million	552 million
2001	2.01 gals	574 million	512 million
2000	2.01 gals	568 million	507 million
1999	2.02 gals	543 million	475 million
1998	1.95 gals	526 million	466 million
1997	1.94 gals	519 million	461 million

# Wine Laws

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- Alcohol and Tobacco Tax and Trade Bureau ([TTB](#))
  - Formerly known as the Bureau of Alcohol, Tobacco and Firearms (BATF)
- American Viticultural Area (AVA)
  - Geographically defined growing area
  - Petition BATF
  - Describe what makes the region different
    - ✦ Soil, climate, microclimate, history, watertable, elevation...
  - 1<sup>st</sup> AVA Augusta, Missouri, 1980
  - As of October 2010 197 AVAs recorded in 35 different states

# Wine Laws

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- **Varietal Name**
  - Wine must be 75% from the named variety
  - In Oregon it is 90% (Cabernet Sauvignon is 75%)
- **Place Name**
  - State 75%
    - ✦ Exception: CA, WA, OR = 100%
  - County 75%
  - AVA 85% (Washington State 100%)
- **Vintage**
  - 95% from that harvest
- **Health Warning**
- **Sulfite Warning**



# Sales: Federal Laws=State Controls



- Control States
- Three Tier States
- On Premise:
  - Restaurants, Clubs, Hotels
- Off Premise:
  - Wine Shops, Grocery Stores, Costco

# Sales: Three Tier System

Winery/Importer → → →

Distributor → → →

Retailer → → →

Consumer

Direct Shipment & On Line

FOR MORE INFO...

Movement...

[Who Ships Where?](#)

# Responsible Alcohol Sales



- Check ID
- Recognize the signs of intoxication
- Decline service to those visibly intoxicated
- Train all FOH employees
- Ensure all bartenders and managers are certified in a responsible beverage service program
  - TiPS (Training for Intervention Procedures)
  - NRAEF ServSafe Alcohol



# Responsible Alcohol Sales, Employment

- **On Premise 18 years:**
  - Handle, dispense & receive payment for alcoholic beverages
- **Off Premise 16 years:**
  - Handle, record & receive payment for alcoholic products with direct supervision
- **Off Premise 18 years:**
  - Handle, record & receive payment for alcoholic beverages

**FOR MORE INFO...**

[NY State Handbook for Retail](#)

# How to read an American Wine Label

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- Brand Name
- Grape Variety
- Vintage
- Location
  - AVA and/or county and/or state
- Percentage of Alcohol
- Bottle Size
- Legal Notifications
  - sulfites, government warning, producer name and address,
- For more information: <https://www.ttb.gov/pdf/brochures/p51901.pdf>

**U.S. Wineries - Count by State**

January 2017

source: Wines Vines Analytics

State	Winery Count	%
California	4,202	46%
Washington	747	8%
Oregon	713	8%
New York	385	4%
Texas	287	3%
Virginia	269	3%
Pennsylvania	229	3%
Ohio	194	2%
Michigan	156	2%
North Carolina	142	2%
Missouri	139	2%
Colorado	115	1%
Illinois	110	1%
All other states	1,403	15%
Total U.S. Wineries	9,091	100%

**U.S. Wineries - Annual Production (Cases)**

January 2017

source: Wines Vines Analytics

State	Winery Count	Net Production	%
California	4,202	282,000,000	87%
Washington	747	15,000,000	5%
New York	385	12,000,000	4%
Oregon	713	4,200,000	1%
Texas	287	1,800,000	1%
Michigan	156	1,200,000	- %
North Carolina	142	1,000,000	- %
Illinois	110	950,000	- %
Virginia	269	900,000	- %
Pennsylvania	229	850,000	- %
Ohio	194	800,000	- %
All other states	1,657	5,300,000	2%
Total U.S. Wineries	9,091	326,000,000	100%

Note: Winery production includes all wine produced at a location including custom production for other wineries. When summary totals are reported geographically, these custom amounts are netted to prevent double counting.

Source: <https://www.winesandvines.com/template.cfm?section=widc&widcDomain=wineries>



# New York State

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- 3<sup>rd</sup> Largest Wine Producing State (2017)
  - 9 AVAs, 385 Wineries (2017) [230 Wineries as of 2010]
- Climate
  - Cool, Danger of Frost in Spring & Fall
  - Moderating Effects of Large Bodies of Water Create Micro Climates
- Grapes: What do the numbers mean?
  - 75%
  - 23%
  - 2%

# NYS AVAs

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- Lake Erie AVA
- Niagara Escarpment AVA
- Finger Lakes AVA
  - Cayuga Lake AVA
  - Seneca Lake AVA
- Hudson River AVA
- North Fork, Long Island AVA
- Hamptons, Long Island AVA
- Long Island AVA
- Learn More about New York Wine :  
<https://www.newyorkwines.org/Media/Default/documents/2014NYWCR.pdf>

# Oregon

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- Think Pinot Noir
- Most Farm Using Sustainable & Environmentally Friendly Practices
- 18 AVAs
- Climate
  - Maritime
- Dominant Grape Varieties
  - Pinot Noir, Pinot Gris, Chardonnay

# Oregon's AVAs

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- Columbia Valley AVA (W & O)
- Walla Walla Valley AVA (W & O)
- Willamette Valley AVA
  - largest, 75% of production
- Chehalem Mountains
- Umpqua Valley AVA
- Dundee Hills AVA
- Rogue Valley AVA
- Applegate AVA

# Washington

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- **Washington Wine Commission**
  - 100% from AVA, 100% variety on label
  - No additives to change color, flavor, aroma
  - Reserve: 3000 cases or 10% of total wine production
  - No generic labeling
- **13 AVAs**
- **Stimson Lane = ~2/3 of WA state production:**
  - Chateau St. Michelle (important sparkling wine producer), Columbia Crest
  - Partnership with Antinori (famous for Super Tuscans) growing Sangiovese and Cabernet for blending



# Washington

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- **Cascade Mountains**
  - West significant Rainfall, more moderate temperatures
  - East less rainfall, warmer days, cooler nights
    - ✦ 100<sup>o</sup> days → 40<sup>o</sup> nights
    - ✦ irrigation is necessary
  - Long daylight hours
- **Dominant Grape Varieties**
  - Chardonnay, Cabernet Sauvignon, Merlot, Riesling, Syrah

# Selection of Washington AVAs

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- **Columbia Valley AVA (W & O)**
  - 6 Sub Appellations as of 10/10
- **Walla Walla Valley AVA (W & O)**
  - Sub Appellation of Columbia Valley AVA
  - Less than 1/2 % of total vineyards
- **Yakima Valley AVA**
  - Sub Appellation of Columbia Valley AVA
  - 40% of Washington's vineyards
- **Red Mountain AVA**
  - Sub Appellation of Columbia Valley AVA
  - One of the Smallest Appellation
- **Horse Heaven Hills AVA**

# Comparison of Washington & Oregon

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Washington	Oregon
East Cascade Mts.	West Cascade Mts.
Irrigation	No Irrigation
Continental	Maritime
2021 Hours of Sunshine and More Heat Good for Thick Skin Varietal	1660 Hours of Sunshine Better for Thin Skin Varietals
24% Chardonnay 22% Cabernet Sauvignon 21% Merlot 23% Other (Trend Toward Sangiovese)	53% Pinot Noir 13% Pinot Gris 9% Chardonnay 25% Other
747 Wineries (as of 2017)	713 Wineries (as of 2017)

# Terms to Know

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- Prohibition
- TTB
- AVA
- Labeling Laws

# Sales: Sommelier



(suh-mal-'yAy), or wine steward, is a trained and knowledgeable wine professional, commonly working in fine restaurants, who specializes in all facets of wine service. The role is more specialized and informed than that of a wine waiter.

[Court of Master Sommeliers](#)

[Master of Wine](#)

[Certified Wine Educator](#)

[Wine and Spirits Education Trust \(SWET\)](#)



# Service: Decanting



- **Why we Decant**

- Aeration
- Bring to proper temp
- Remove sediment
- Season glass

- ***Mise en Place***

- Decanter
- Corkscrew
- Candle/Matches
- Coaster
- Waiters Side Towel
- Glasses/Wine!!!

# Importance of Temperature



- Sparkling Wine: 41°-45°
- Dry Whites and Rose's: 44°-54°
- Light-bodied Reds: 50°-55°
- Medium to Full Bodied Reds: 55°-65°
- Sweet Wines, Not Port: 45°-50°



# TYPES OF WINE GLASSES

What does the shape of the bottle tell us about what is in the bottle?

A Lot...

*Wine Bottle Shapes*



*Bordeaux*



*Burgundy*



*Champagne*



*Alsace and Mosel*



*Fortified wines*

# Storage



- Why have caves always been used for wine storage?
  - 55°F, no temperature fluctuations
  - 75% humidity
  - Dark
  - No vibrations
  - Store on side with label face up



# Alternative Packaging and Sales



- Screw Caps
- Three-Liter Boxes (Bag in a Box)
- Cans
- TetraPak
- Single-Serve Packages (175ml)
- Lighter Weight Bottles
- Vending Machines and Bottle Refill Pumps
- Interactive Wine Service

**FOR MORE INFO...**

# Predictions from 2004...



- The wine Web will go mainstream
  - Corks will come out
  - Spain will be the star
  - Malbec will make it big
  - Unoaked wine will find a wider audience
  - Value will be valued
  - Diversity will be the word
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  - --
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