

HMGT 2402

# Wine & Beverage Management

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FALL 2019

WHITE WINES OF FRANCE

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**NEW YORK CITY  
COLLEGE OF  
TECHNOLOGY**



# Overview

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## Quiz

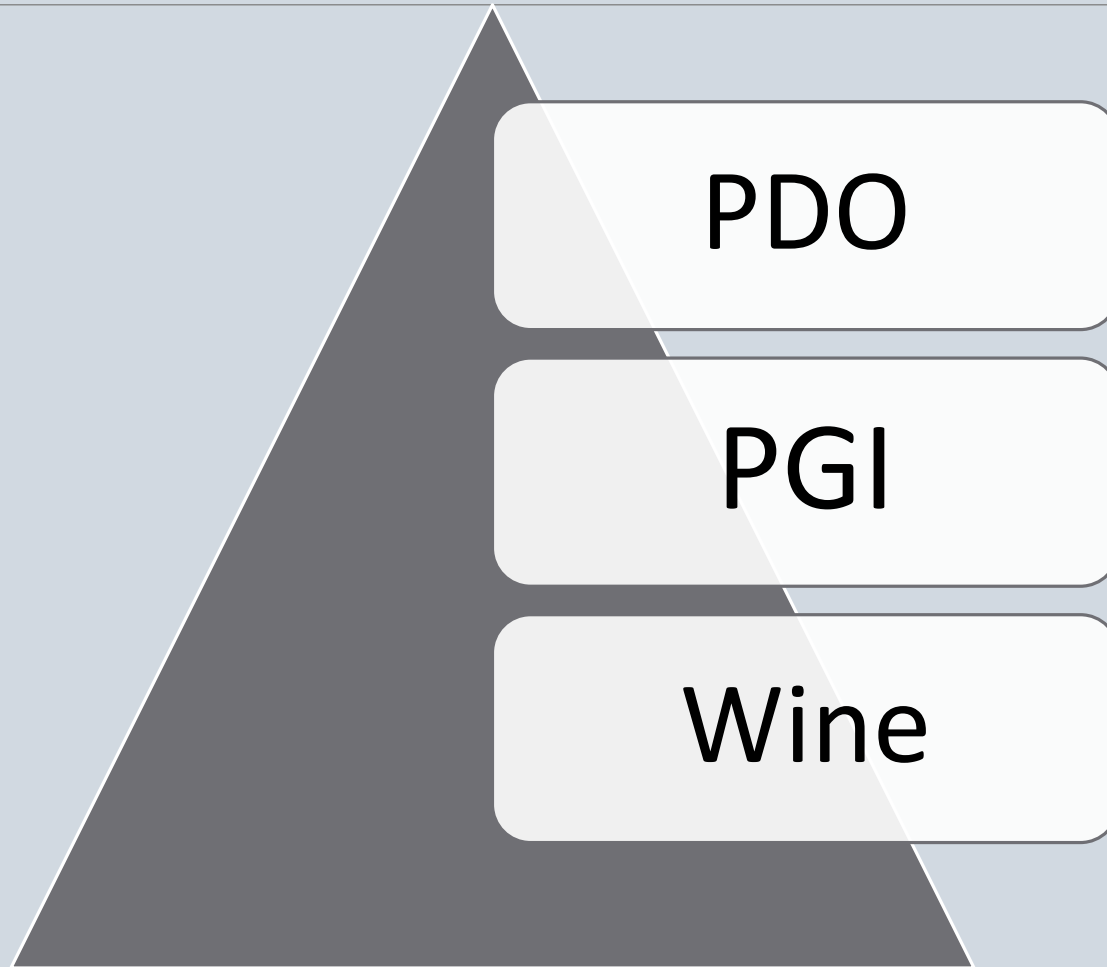
### Lecture Objectives:

- Match appellations with the regions where they're located and their principal grapes and wine styles
- Discuss wine making methods used to make white wine in various regions of France
- Explain the factors that affect the taste of white wines of France
- Discuss the laws of French wine regions

## Tasting

# What do EU Wine Regulations Govern?

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# What do EU Wine Regulations Govern?

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Grape  
Location  
Viticulture  
Vinification

# PDO

in France AOP



## Protected Designation of Origin

“Designation of Origin”

“Its quality and characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors” (*terroir*).

“The grapes from which it is produced come exclusively from this geographic area.”

“Its production takes place in this geographical area.”

“It is obtained from vine varieties belonging to *Vitis Vinifera*”

# PGI

in France, IGP



## PGI or Protected Geographic Indication

“Geographic Indication” means “an indication referring to a region, specific place, or a country.”

“It must possess a specific quality, reputation, or other characteristic attributable to that geographic origin.”

“At least 85% of the grapes used for its production must come exclusively from that geographic area or varietal.”

“Its production must take place in that geographic area.”

It must be “obtained from vine varieties belonging to *Vitis vinifera* or a cross between the *Viti vinifera* species and other species of the genus *Vitis*.”

# Wine

in France,  
Vin

Country of Origin

Grape Variety

Vintage

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France

AOP or AOC, IGP, Vin

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Italy

DOCG or DOC, IGT, Vine

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Germany

Pradikatswein or Qualitätswein, Landwein, Wein

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Spain

DO, IGP, Vine de Mesa

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Portugal

DOC, IGP, Vinho de Portugal

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# What question do these statements answer?

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Tradition of quality &  
beneficial economic impact

Long history of exporting wines

The French system of **appellation laws**  
has been the basis for the appellation laws in other  
European countries.



# Why do we Study the French Wine Industry?

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# Terroir





50% AOC

← Before the EU Changes

50% AOP

1% VDQS

35% Vin de Pays

15% Vin de Table

After the EU Changes →

35% IGP

15% Vin de France

# French Wine Labels

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Place Name

- Region, District, Village, and/or Vineyard

Export Label

Producer Name

Bottle Size

Percentage of Alcohol

Bottling Information

# Loire Valley

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3<sup>rd</sup> Largest  
Growing  
Region

White, Red,  
Rosé, Sparkling,  
Sweet & Dry  
Mostly Stainless Steel  
Fermentation

Cool Climate  
  
Fresh, Zesty  
Wine High in  
Acidity

Soil Types  
Vary

Appellations  
Divided By  
Geographic  
Location

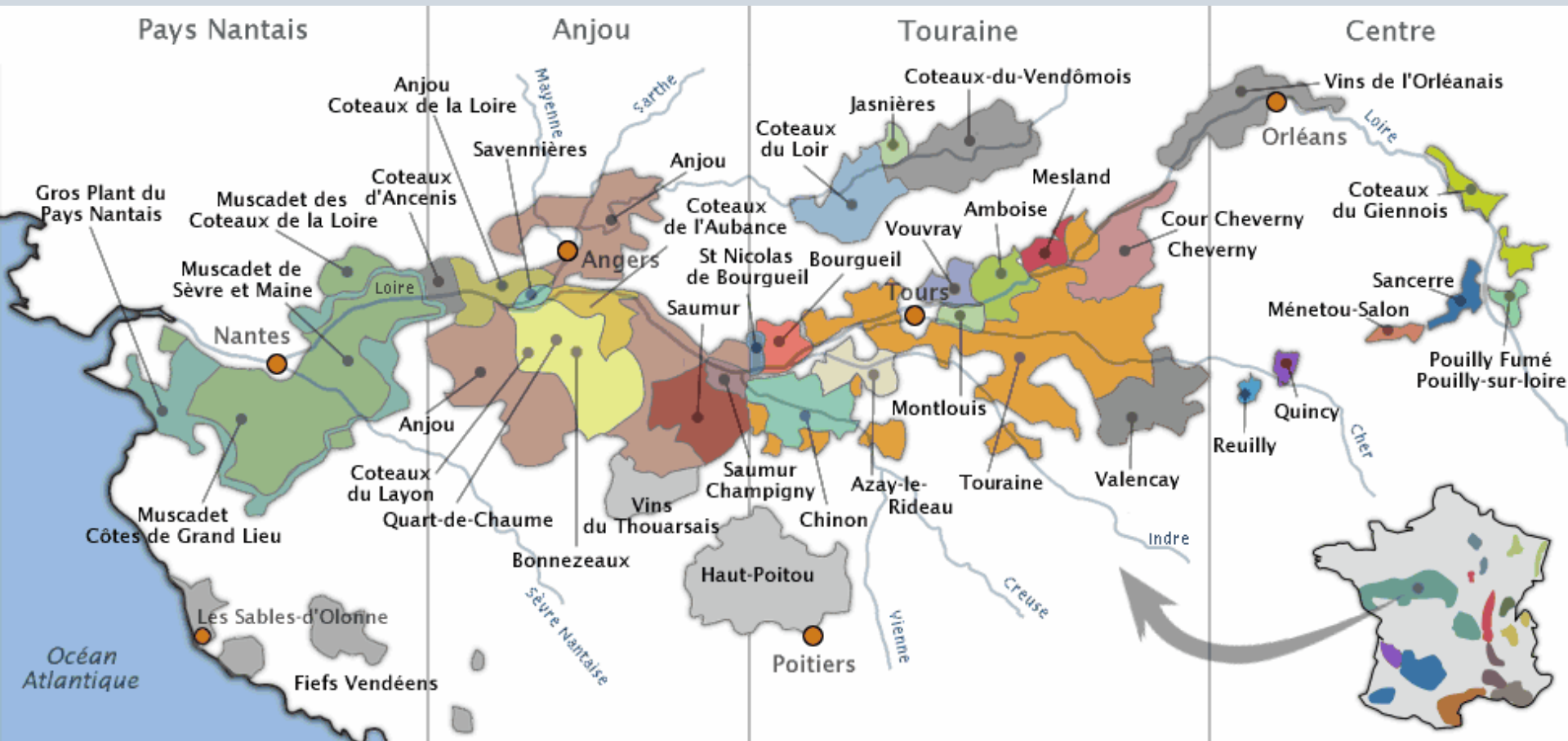
Grand Cru  
regulations

- Atlantic Region/Western Loire/Nantes
  - Muscadet, Muscadet des Coteaux de la Loire, Muscadet Côtes de Grandlieu, Muscadet Sevre et Maine
  - Melon de Bourgogne (ranges in style from light to full and ripe)
- Middle Loire:
  - Anjou: Quarts de Chaume, Savennières
  - Chenin Blanc, Chardonnay and Sauvignon Blanc (dry, semi sweet and sparkling)
  - Saumur
  - Touraine: Vouvray
  - Sauvignon Blanc and Chenin Blanc (dry, semi sweet and sparkling)
- Upper Loire
  - Pouilly-Fumé: Sauvignon Blanc
  - Sancerre: Sauvignon Blanc

Loire: Select Appellations & Grapes

# Sancerre

- Larger Growing Area (4000 acres), Varied soil types, Lean and acidic, Mostly dry wines, some sweet during certain vintages

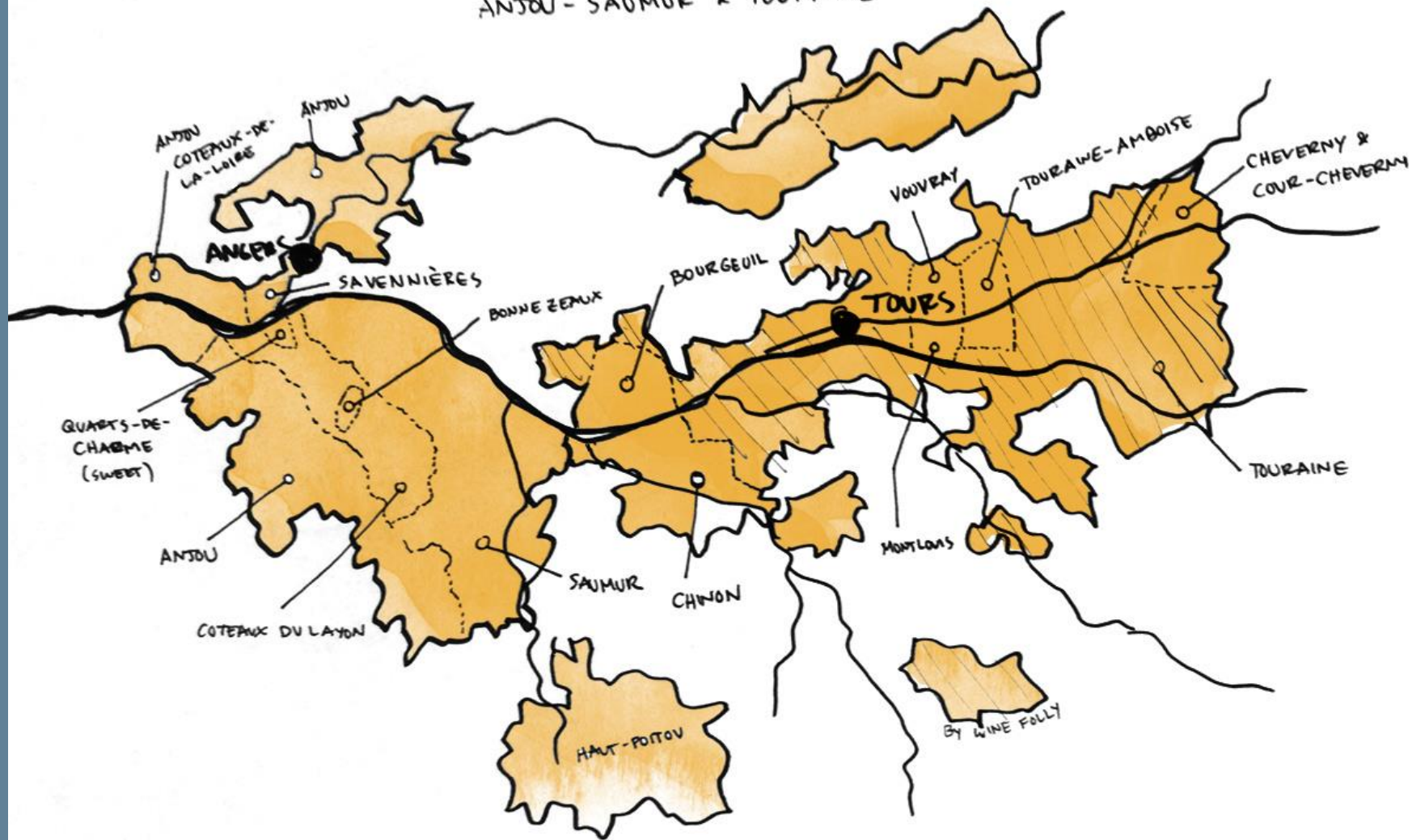


## Loire: Sancerre



# MIDDLE LOIRE

ANJOU - SAUMUR & TOURAINE



Touraine, Loire Valley

Cabernet Franc

Red and Rose

Tuffeau soil: Volcanic clay limestone



Chinon

# Tasting

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SANCERRE AND VOUVRAY

West of Germany and the Rhine River  
East of Vosges Mountains

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Soil: Schist & Limestone

Regulate Minimum Alcohol Level: 8.5%

Only AOC to Label by Varietal

Leading Grape Varietals:

- Riesling, Gewürztraminer, Pinot Gris, Muscat, Sylvaner, Pinot Blanc

Alsace

# Wines are Labeled by Grape Names

## AOC Alsace Grand Cru

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- Single Variety
  - Riesling, Gewurztraminer, Muscat, Pinot Gris
- ~5% of production, 51 vineyard sites

## AOC Alsace

## AOC Crémant d'Alsace

Harvest Dates Determined by Local Wine Board

## Alsace Classifications

*Vendange Tardive*: Late Harvest

*Sélection de Grains Nobles*

“Nobel Grapes”:

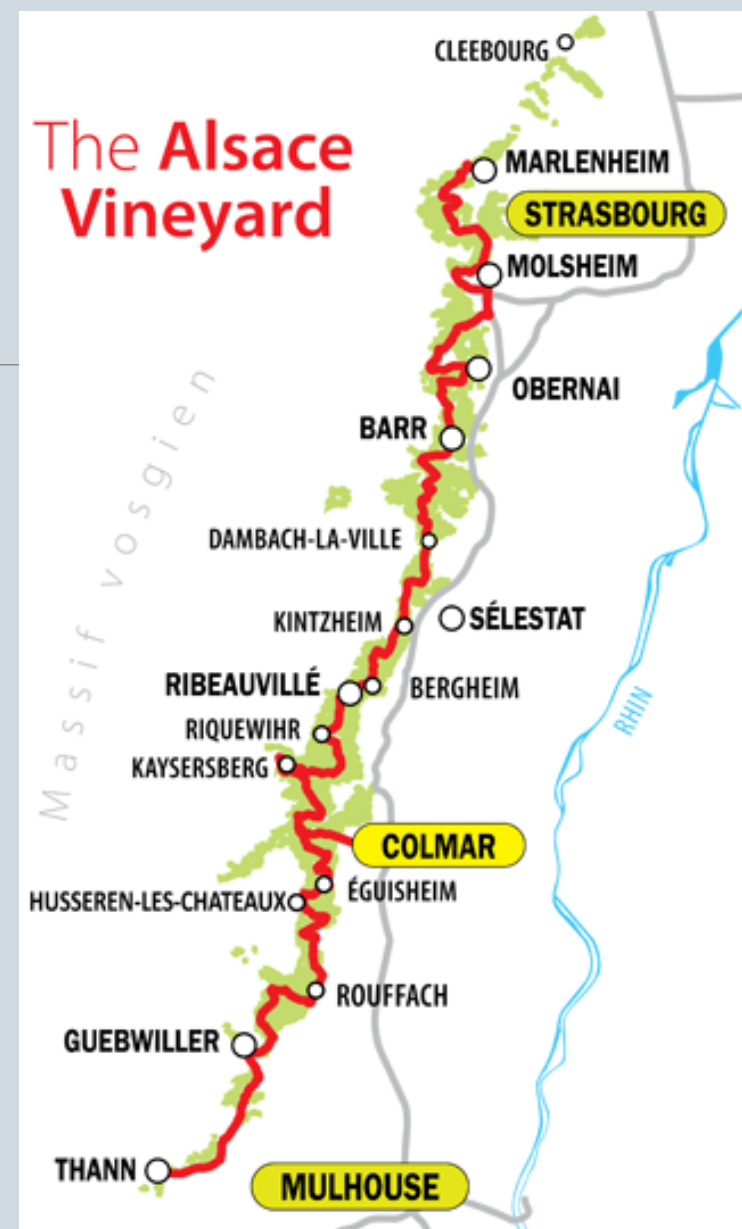
- Botrytis
- Riesling, Muscat, Gewürztraminer & Pinot Gris

*Edelzwicker* “Noble Blend”:

- Riesling, Pinot Blanc, Chasselas, Gewürztraminer, Muscat, Pinot Gris

*Crémant d’Alsace*: Sparkling Wine

*Alsace: Special Features*





# Speak as a Wine Professional

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## Task 1:

- You are the new assistant sommelier in a French Restaurant, the Beverage Director asks you to prepare a wine tasting for the service staff (they all have basic and developing wine knowledge).
- **Chose a region to highlight**

## Task 2:

- Create a two-minute training presentation for the service staff







# Bordeaux

Bordeaux also has a reputation for making quality white wines, particularly in the Left Bank and Entre-Deux-Mers



# Bordeaux

The famous white wines of **Graves** are very **dry**, and are made principally from **Sauvignon Blanc** and **Sémillon** grapes.





The **Sauternes and Barsac** regions are known for their **rich, sweet white wines**. Sémillon and Sauvignon Blanc grapes are the primary varietals.



The principal difference is that the sweet wines are made from grapes that are affected by *botrytis cinerea* ("noble rot"). This is a fungus that dehydrates and shrivels the grapes.

- Among the Largest Wine Growing regions in the World, Mostly Red Wine
  - 57 Appellations

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- Maritime Climate
  - Gentle, mild, temperate, high percentage of rainfall
  - Irrigation is NOT Permitted
- Porous Soil
- Dominant White Grape Varietals:
  - Sauvignon Blanc, Sémillon, Muscadelle
  - Wine Producers are Free to Blend as They Want, No Consistency from Year to Year
  - Varietals are fermented separately and then blended

Bordeaux



- Pessac Léogon
  - 20% dry white wine, S.B.
  - Small valleys, gravel
- Graves
  - 33% dry white wine, Sémillon
  - Marl & Limestone
- Entre-Deux-Mers
  - dry white wine
  - Limestone, many rivers
- Sauternes & Barsac
  - Known as the Finest Sweet Wines
  - Botrytis Affected Sémillon & S.B.
  - Gran Cru Classification, 26 vineyards



# Bordeaux, Sub-appellations

## Small Vineyard Parcels

## *Négociants*

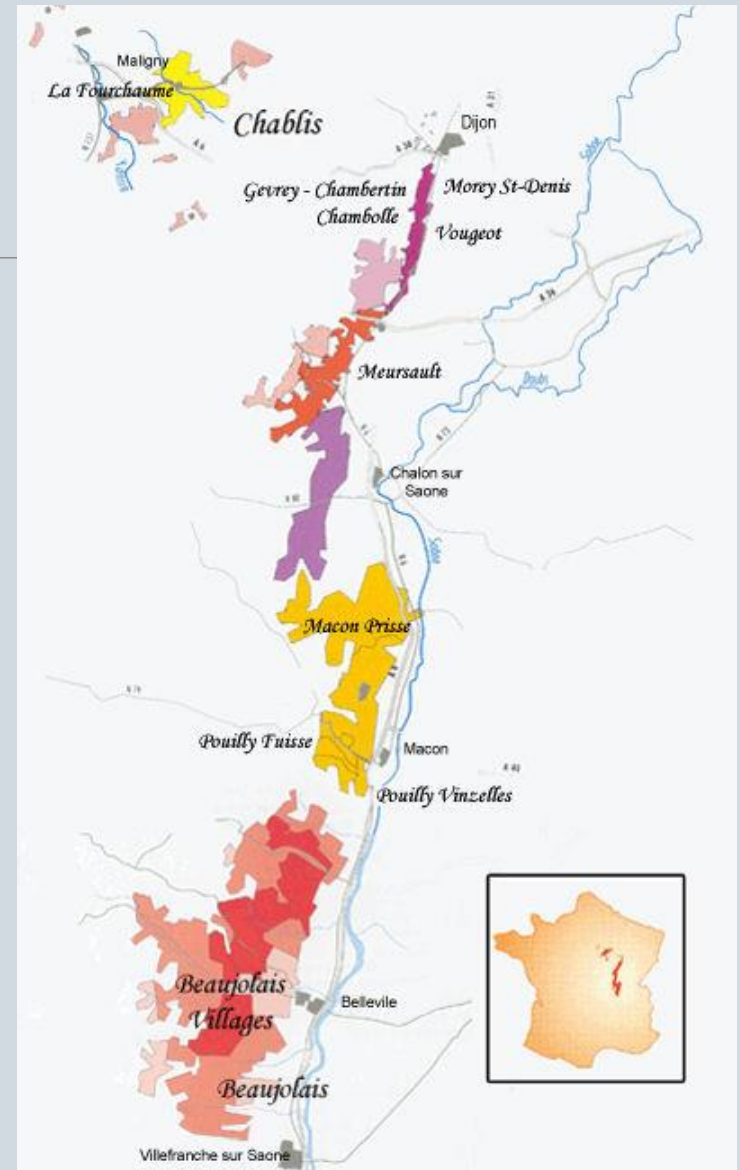
## Micro Climates

- Soil: Limestone
- Southeast Facing Slopes

## Chardonnay Grape Dominates

## AOC Quality Ratings:

- Regional, Village, *Premier Cru*, *Grand Cru*



# Burgundy

## Chablis

- Soil: Chalk, Clay, Limestone, Fossil shells
  - Climate: Cool, Prone to Frost
  - Vinification: Can be Oak Aged or Stainless Steel
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## Côte Beaune & Côte Beaune-Villages

- Soil: Limestone, Chalk, Marlstone
- Climate: cool at tops of hills (haute)

## Côte Chalonnaise (1990)

- Soil: Hilly, limestone & clay
- Table wines rather than imports

## Maconnais (Chardonnay and Aligote)

- Soil: marl, plant on east facing slopes
- Climate: Saone river, warmer than other Burgundy appellations
- Appellation of note: Pouilly-Fuisse

# Burgundy, Appellations



Small amount of White, Mostly Viognier

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Beaumes-de-Venise

- Muscat

Condrieu and Château Grillet

- Viognier

St. Joseph

- Roussanne and Marsanne

# Rhone

# Until We Meet Again

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- Complete study guides of France's regions/appellations
  - Burgundy, Loire, Bordeaux, The Rhone Valley, Alsace
- Identify regions of France on a map
- Next Session is Bordeaux, Burgundy, The Rhone Valley
- Read Textbook About France
- Bring in Questions for Retail Assignment