

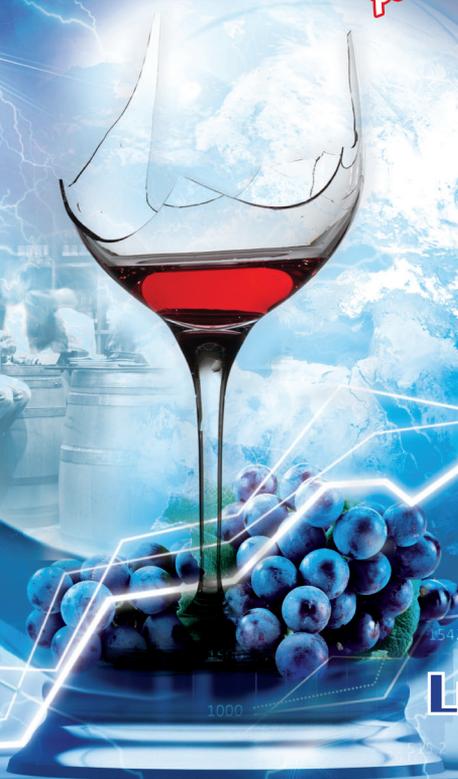
NEW NORMAL

IN THE WINE BUSINESS

HOW TO SURVIVE COVID FROM AN ECONOMIC PERSPECTIVE
WHILE HOLDING ONTO YOUR DIGNITY AND HOW CAN THIS
CORONACRISIS BE TURNED INTO AN OPPORTUNITY?

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TO THE AMAZING WINE LEADERS,
INDUSTRY CONTRIBUTORS
AND PIONEERS
THAT ARE NO LONGER WITH US,
BUT WHO HAVE INSPIRED US.

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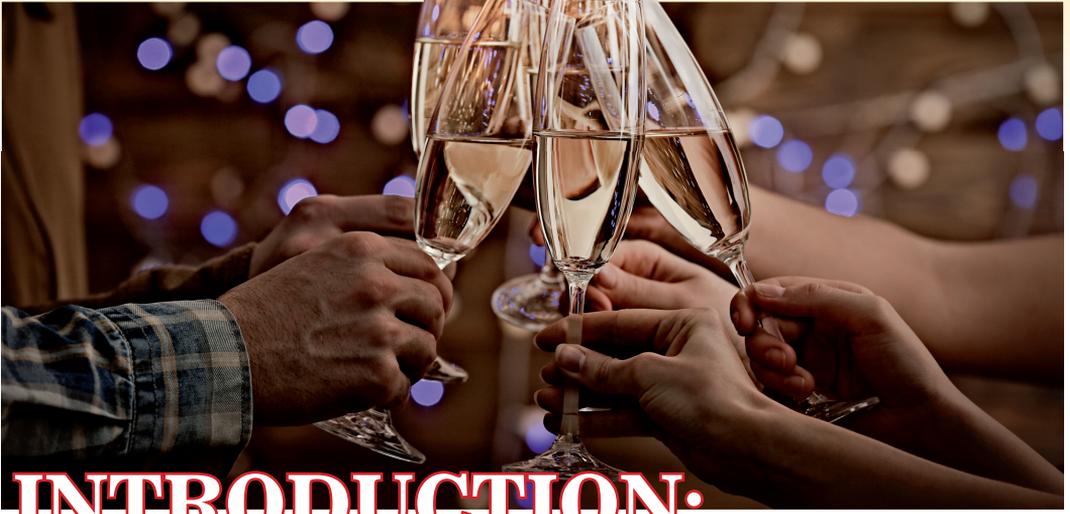
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INTRODUCTION: RAISE A CHEERS WITH US!

It's March, April, May 2021.

Cast your mind back to the end of 2019.

The Christmas shopping is finished. You're gathered around the fire with your family, looking forward to midnight. Tomorrow the whole family will head to granny and grandads for her acclaimed roast sirloin made in her famous big pot. When you wake up the day after tomorrow, you'll set off to the slopes of your favorite ski area while your brother treks to a beach in the Bahamas or Yucatán.

But then a fortune teller comes on the telly and starts predicting that in three months from now, the kids will stop going to school and will have to learn on computers, your job will ask you to stay home... and your spouse.

You'll all have to walk around wearing masks, all but the essential shops, pharmacies and stores selling healthcare products will close, you won't be able to visit grannies and grandads at their home or in hospitals and care homes for six months, plus there'll be no theatre, cinema, football or hockey games, and there'll be no work Holiday parties, concerts, or even religious services. There'll be no family visits, trips to the mountains, or

traveling whatsoever, though the masks will be a stable fixture. Night-time curfews and in some places daytime restriction will be policed only letting you out to walk your dog.

You'd soon switch such crazy notions off your screen and perhaps even write a complaint to the TV station querying their rationale for showing such utter gibberish!

Yet now, this is reality.

And as time goes by, it looks like the problem won't be going away any time soon, not next month, this year, or even this time next year. ProWein 2020 never came to pass, ProWein 2021 has been cancelled, there'll be no fairs, expositions, or very few competitions. The road ahead is paved with further bans and restrictions along with more coronavirus and all the damage that incurs. The world has quite possibly changed more than we are willing to admit right now and with it we're left with no choice but to rethink our business.

We will always remember the empty cities, the Pope who gave mass in a deserted St. Peter's Square, the silence in the streets broken only by the sound of ambulances.

Wine used to be served mainly in restaurants

and bars. They have been locked for months along with hotel lobbies. The corona pandemic has had a drastic impact on the service industry in particular. The hotel industry in New York, according to data from the Department of City Planning, saw 146 hotels with around 42,000 rooms already closed, with more hotels closed every day. This corresponds to about a third of all hotel rooms in the city, as the tabloid New York Post has now calculated.

AJ Sanchez was known for his smile, welcoming spirit, and his love for food...before he committed suicide. His Fishermans Wharf pizza restaurants and wine bar have been struggling during the coronavirus pandemic and

” For the majority of Bordeaux, particularly the lesser appellations such as Bordeaux and Bordeaux Supérieur, the pandemic is a catastrophic, appalling and devastating crisis. In 2020, many vineyards went bankrupt, hundreds of wineries are for sale and finding no market, and hundreds more are hanging on by the skin of their teeth.

John U. Salvi, MW

rant owners. The Association is even offering mental health webinars for the first time in its history.

Back in early 2020 during the Unified Wine & Grape Symposium, Allied Grape Growers President Jeff Bitter called on the California wine industry to remove 30,000 vineyard acres to achieve supply balance following a four million ton 2019 harvest where a record amount of fruit was left hanging without a home. This year it will be even more.

As Americans were focused on dramatic presidential elections, domestic crises, California flames, and other disasters in 2020, turmoil was rippling across the globe and that uncertainty may bring new challenges, and opportunities. The United States has been building various barriers around itself, not just the ridiculous Trump one against Mexico. The biggest new barrier to the foreign wine trade is the additional Trump administration tariffs on European wines that went into effect after his election defeat, with wines over 14 percent ABV from France and Germany joining the group of alcoholic beverages from France, Germany, Spain, and the United Kingdom as recently as January 12th. What could have been a source of pleasure and entertainment for Americans is the EU distilling into alcohol, which is added to motor gasoline. Only the happier part of it



Pope Francis delivers his noon blessing from the window of his studio overlooking an empty St. Peter's Square, due to anti-coronavirus lockdown measures, at the Vatican. (Vatican News)

had seen a 90-percent decrease in revenue during this pandemic. This is a relatable financial struggle that many restaurant owners are also trying to cope with. We know about his tragedy because he was a public known personality. But a similar ending is feared by many gastronomy entrepreneurs around the world!

The Golden Gate Restaurant Association is seeing first-hand the effects of the financial pressures this pandemic has had on its restau-



helped in the production of anti-COVID-19 disinfectants.

South Africa suffered with 20 weeks of complete alcohol ban – no sales, no transportation, only export was allowed. The direct result of the alcohol ban was a finding done less than a week before the 2021 harvest: the South African wine industry collectively has more than 640 million litres of wine in stock. As informed by Bruce Jack, this is 65% of an average harvest! There isn't enough storage capacity to process the new grape crop. If the biggest players can't sell their worldwide known wine brands, they can't buy bulk wine, and the whole house of cards collapses. The result is unprofitable wine grape farms – most already operating on a knife edge and leveraged to the hilt. And unlike in the UK or Europe, this country doesn't have the financial resources to compensate businesses or individuals for their loss of income.

But from disasters, misfortune, and tragedy to return to why this book was written.

I have spent the majority of my professional life working alongside wine, with winemakers, for wine and for winemakers.

Initially, I had the idea of making a sort of COVID-19 handbook as a kind of sequel to the awarded book on PR and marketing communications in the wine business which I dedicated to winemakers six years back.

The linear thought process which led me to this decision was surprisingly straightforward: if my country, the Czech Republic, is failing at anything completely, it's in its approach to the government's lack of communicating with its citizens. And here we have born the first inception of this project.

Sometimes a thing just needs to be labelled for it to be processed.

I got in touch with dozens of professionals across the country, around Europe and overseas, both practitioners and academics and asked them to take a moment to think and contribute their experiences and visions to

a joint project to the benefit of Czech wine producers and traders.

The vast majority agreed. A few turned their noses up at the idea, others shared interesting views and then there were the whole essays on the subject. My original idea of a single-themed handbook started to morph into a kaleidoscope of fascinating views, experiences, ideas, and visions which I attempted to merge into a logical whole. The New Normal - a special edition for winemakers is the result of these efforts. How to survive COVID-19 from an economic perspective while holding onto your dignity and how can this crisis be turned into an opportunity?

Three months of intensive work from October to January were enough to complete the paper and provide the publications free of charge to all Czech winemakers. Printed, as well as digital.

My foreign colleagues who are contributing to the publication and who got it, urged me to continue with an international edition of this project.

It didn't take me long to be persuaded when they promised me their cooperation. Thus, a small work team was formed with the centre of gravity in the triangle between the Hrusice village in the Czech Republic, Strasbourg in France, and Dixon in the hills above Santa Fe in New Mexico (USA).

A bunch of other friends also joined, and together we approached more than a hundred world experts. Some played like dead beetles, but others eagerly joined the project. Their contributions, experiences, opinions, and visions complemented the original Czech success stories perfectly.

We set for ourselves a deadline of two months. Now you have the result of our work in your hands or on your screen.

Moving forward, the emerging product is a freely spread, but only digital publication, oriented to benefit all small and middle-sized winemakers, wine producers, traders, sommeliers, and their customers in all wine-producing countries.

In order to get quality information into the hands of as many of those for whom it is intended, this paper is an e-Book available for various platforms. This allows us to make it available for free to anyone who wants to learn and fight for their better tomorrow.

It's worth it, don't you agree?

Forever we will remember the sorrowful times of 2020, 2021...

Let us go in together;

And still your fingers on your lips, I pray.

The time is out of joint!

In a disjointed outpouring of disgust, anger, sorrow, and grief, Hamlet (Act 1, Scene 5) explains that, without exception, everything in his world is either futile or contemptible.

But we will also remember the beauty of nature that was able to express itself as never before in the lockdown period, demonstrating that a flower always grows under the snow and the sun always comes out after the storm. And we will be stronger by what the events around coronavirus have led us to do, which we would otherwise probably not have turned to. We all have entered a new era of the wine trade, we are adopting new methods of communication, we are growing in ourselves and we are developing.

That is positive.

The book is a call for wine reciprocity, for associating together, a common approach, and better mutual communication.

Find advice on how to go ahead. Read what almost a hundred people from all over the world, who are masters of their expertise, think about the current problems. Find hope, energy and strength in the book!

Mention Henry Ford's quote: **„If everyone is moving forward together, then success takes care of itself.“**

Welcome to the NEW NORMAL!



Luboš Bárta



Luboš Bárta, Dr., MBA
 Hrusice, Czech Republic
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**I want to introduce to you
 our small international editorial
 and publishing team.
 I am expressing my admiration and
 immense thanks to all the colleagues who
 contributed to the creation of this book
 and worked hard for many weeks!**

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 Introduced to the Hall of Fame by the Wine Association of Czech and Moravian viticulture for lifelong contribution to its development, awarded with the Vindemia Acta Award for Lifetime Achievement. International wine judge.



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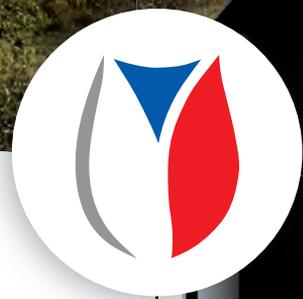
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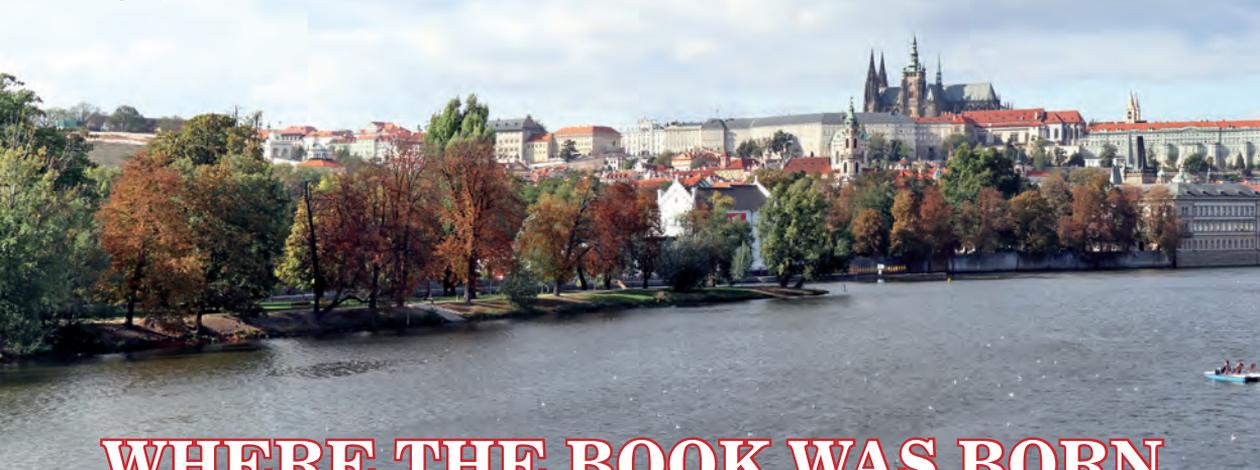
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barvách



The best of the production of
Moravian and Czech winemakers is now
more than ever ready to enrich even your table.

Here's to life like wine!

Pijte zodpovědně



WHERE THE BOOK WAS BORN

I have already mentioned that the creation of this book was stimulated by an initiative with roots in the **Czech Republic**. No, it is neither Chechnya nor Slovenia. The Czech Republic lies in the heart of Europe - literally. More precisely, the geographical center of Europe lies in the Czech Republic; The exact point depends on the scientific method used but in any case it is somewhere between the towns of Kuřim, Jakubovice and Golčův Jeníkov.

Czechia does not belong to Eastern Europe. It is true that since the communist putsch in 1948, we were ruled from the East for over 40 years and occupied by the Russian army for 20 years. It's long gone, though it will never be forgotten. Our capital is Prague and it lies 300 km further west than Vienna!

Czechia borders Austria, Germany, Poland and Slovakia.



Until 1918, Bohemia and Moravia were the industrial heart of the Austro-Hungarian Habsburg Empire. Our banking system was compared to the Swiss, our sugar factories produced sugar on all continents, our machine shops produced industrial breweries and our brewers brewed beer all over the world. The fourth largest city is Pilsen, the city that gave the beer its name and in the south, there is the city of Budweis, where the original Budweiser (not the American „light“ one) comes from.

On January 1, 1993 the former Czechoslovakia peacefully split into Czechia and Slovakia. We have been a member of the European Union since May 1, 2004.



The memorial stone „Belly of Europe“



There were many famous people born in the Czech lands. Ferdinand Porsche was born here, there is a family cemetery of the Riedel family of glassmakers, Johann Wolfgang von Goethe fell in love with the Czech countess. The writer Franz Kafka was a Czech Jew and Albert Einstein taught at the University in Prague. Sexologist Sigmund Freud and founder of genetics Gregor Johann Mendel come from Moravia. Czech music became famous thanks to Antonín Dvořák, Leoš Janáček, Bedřich Smetana. Famous names in fine arts include Wenceslaus Hollar Bohemus, Alfons Mucha, Emil Filla, Toyen, František Kupka; in literature it was Milan Kundera or Karel Čapek, who gave the world the word „robot“, or Hollywood director Miloš Forman (Amadeus, Hair, One Flew over the Cuckoo's Nest, The People vs. Larry Flynt).

And then there is Professor Heyrovský who won the Nobel Prize for polarography, Dr. Janský described all blood groups, Czech scientist and inventor, Professor of Macromolecular Organic Chemistry Otto Wichterle made life easier for millions of people by inventing gel contact lenses.

Czechia became famous around the world as a manufacturer of premium glass and crystal. The Škoda car brand was founded 125 years ago in Czech Mladá Boleslav by Laurin and Klement. Additionally, we have long been a world power in shoes thanks to the Baťa fa-



*President
Václav Havel*

mily company from Zlín. The Czechs are world champions in beer consumption; we drink about 160 liters a year, i.e. one pint a day for every Czech inhabitant. Maybe that's why the Czechs are known for their sense of humor - after all, in the national vote, we unanimously chose a fictional theatrical character as the most famous Czech. However, if taken seriously, this title would be most deserved by Václav Havel, a philosopher, writer, sensitive politician, good man and a former president of Czechoslovakia and the Czech Republic after the fall of the Iron Curtain.

Wine also has a long tradition in Bohemia and Moravia. Archaeological findings prove the cultivation of the grapevine during the Roman legions already but Slavic tribes did not yet live here at that time, in fact the lives of the oldest Czech saints from the eighth and ninth centuries are also connected with wine. Today, the grapevine is grown on almost 20,000 hectares here; it is a popular drink and the

culture of serving it and uniting food with wine is already high and growing. There are several magazines published on the topic of wine as well as popular radio and television series that are broadcasted.

Because the area of vineyards is sufficient to provide wine for only 1/3 of the 10 million Czechs and Moravians, we have to import 2/3. The Czech market is so rich! I counted wines from 42 countries on it! Also, sparkling wines are becoming increasingly popular. The average consumption is just over 20 liters of wine per person per year.

We have two viticultural high schools and one Viticultural Faculty at Mendel University.

Just like famous Czech athletes, Olympic Games winners and World Champions Petra Kvitová (*tennis*), Martina Navrátilová (*tennis*), Ester Ledecká (*alpine ski, snowboard*), Štěpánka Hilgertová (*kayaking*), Martina Sáblíková (*speed-skating*), Jarmila Kratochvílová (*world record in the 800 meters run*), Jan Železný (*javelin*), Jaromír Jágr, Dominik Hašek (*ice hockey*), Ivan Lendl (*tennis*), Tomáš Rosický (*soccer*), Zdeněk Kreuziger (*cycling*), Lukáš Krpálek (*judo*), Czech's National ice hockey team or Czech truck drivers have been competing for the highest places in Paris-Dakar for 20 years, our

winemakers are also very competitive. **In 2020 alone, their wines won more than 1,000 platinum, gold and silver medals at international competitions on all continents!** Last year, our new frost-proof hybrid crossing Hibernal became the champion of one of the world's largest competitions, the Concours Mondial de Bruxelles competition.

In recent years, wine from the Leoš Horák winery has become the category champion at Vinalies Internationales in Paris not once, but twice! Josef Valihrach has twice won the Best Chardonnay in the World title at Chardonnay du Monde in France, and we have won the Terravino Israel seven times. We have thirteen wine variety champion titles from Mondial des Vins Blancs in Strasbourg, several from awc-vienna, from San Francisco, from Bacchus in Madrid, from the Decanter in London or from Rochester on the shores of Lake Ontario.

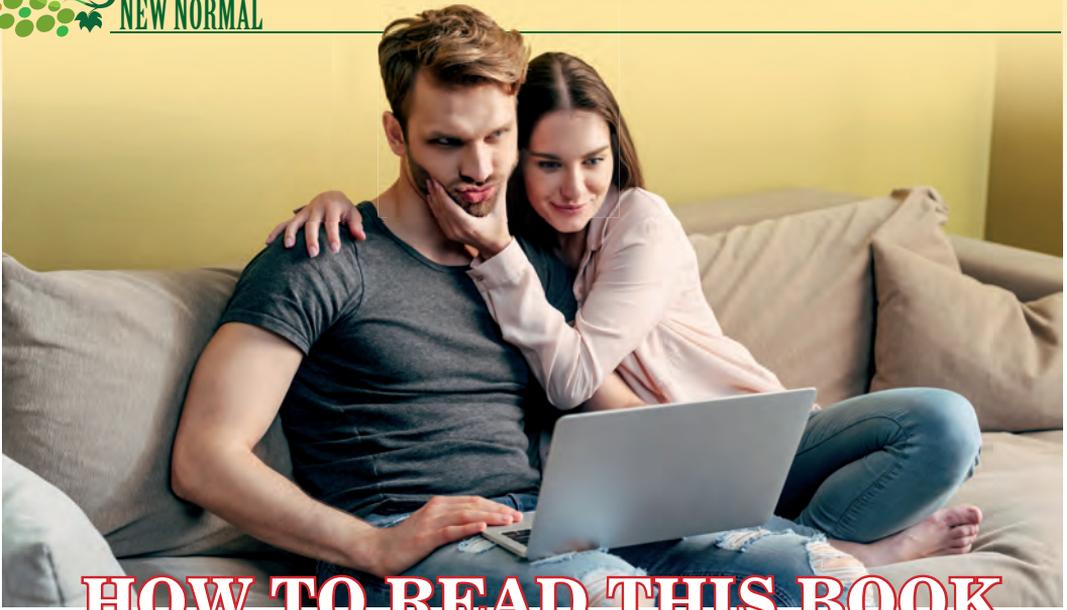
Moravia is a paradise for wine tourism. We hold a world record of 1,200 kilometers of marked wine hiking and biking trails connecting individual winemaking villages. It is breathtaking! Bohemia and Moravia are beautiful pieces of the world that are not only worth visiting and our wines are worth tasting, they are also ready for international trade! ♣





A photographer Václav Šálek captured the harvest of Pálava grapes in the Sonberk vineyard in Moravia, Czech Republic. The grapevine is protected from attacks of starlings by falconers with trained birds of prey.





HOW TO READ THIS BOOK

Before we get started, read a few technical notes.



QR CODES

There will be a similar square in many places in the text - the QR „quick response“ code.

In the animated version of this e-book, we used QR codes to make buttons you can use to open an external application.

If you work with a print PDF, you must use the QR code itself, so you need to have a mobile phone with a camera and a QR code reader installed. An activated internet connection is required to view web or mobile site links.

The standard originated in Japan but is now commonly used around the world. It can contain text of up to 4296 characters and numbers but also links to Internet addresses, complete information for submitting a bank order, it can send SMS and has many other functions. Most QR reader applications can also decode EAN barcodes.

It is then very easy to use. Launch the QR reader application on your phone, point the camera at the QR code and then the contents

of the QR code will appear on the screen. If it's a link to a video or webpage, like in our case, you just need to click on it to enter, without having to rewrite links like

https://www.youtube.com/watch?v=PK-pqCM5X0AA&list=PLMr9aynpnsfLjhXhFHq-Z80OwnKgVMw_WZ

That would be hard for you...

If you don't have a mobile reader app yet, download any from the Google Play Store or Appstore. If you want a tip, I use the app from TeaCapps but there are more and all of them are alike. Without a reader, illustrative videos and links will remain inaccessible.



THE MOST IMPORTANT THING IS A TRUE INFORMATION QUICKLY

The second remark concerns the information used and the sources cited. Where possible, we try to list the sources we used. When we use more extensive citations, we have asked the consent of the authors or their publishers. However, we admit that our effort to get important information to you as soon as possible

outweighs the formal citation requirement. This is not a university paper but a book for practice, which offers free advice to those who need it. If we made any mistakes, we apologize to the authors in advance - it was for the good of the cause.

This also applies to illustrations, where we received the text from the respondents but we had to search for illustrations, including their portraits, among freely available images on the Internet, so we simply don't know their authors. We believe that they put their works on the Internet for others to see and we only put their efforts into our context.

FEEL FREE TO SHARE IT!

Another remark concerns the same topic the other way around.

This book was created for the benefit of winemakers and traders and we provide it completely free of charge, making it freely available. It is published in various formats, each of which has its advantages and disadvantages. The animated version is beautiful, convenient, it directly opens links, it is cross-platform and you should be able to display it on any device, starting from PCs and laptops to tablets and smartphones - but it does not allow you to copy the text.

There are editions made for various types of digital readers. We've even taken our time to generate an .exe file that you can work with offline anytime and anywhere. It has been checked by the most powerful antivirus program - the Slovak made ESET!

If you want to print or copy the text, you must download a Print PDF from the following link: <https://www.e-sommelier.cz/download/PRINTNEWNORMAL.pdf>, which we also provide to everyone completely free of charge.

We give our consent in advance to any further use for the purpose of training, education and for the needs of your association. We only ask that the citations be marked as follows: NEW NORMAL, Lubos Barta et al., GastroPress Publishing 2021.

FREEDOM OF SPEECH IS IMPORTANT FOR US

We are neither racists nor anti-Semites, homophobes, machos or feminists. We are normal people and we express ourselves normally. When I write that someone is a Jew, I mean just as much that he is a Jew and nothing else. I have been visiting Israel since 1992 and I feel at home there. And I love Jewish jokes as much as my friends in Israel.

When I write that Ntsiki is the first black female winemaker in South Africa, I mean exactly that she is black, she is a woman and that she is a winemaker. And that she is good winemaker.

And when I compare wine to a sunbathing young man or a juicy young girl, I consider it perfectly normal - at least for our generation, when girls wore miniskirts to make their boys look at their legs (and even better, to look under their skirts), when we snuggled with them in the passages and they then had dirty white T-shirts - and it was normal. Then we had nice children and tender memories. Don't try to find anything else in the text than what you are actually reading; we just won't get used to the current modern hyper-correctness. My father died at almost ninety after a long stay in the hospital but even at that age he had a word ready for each nurse, which made her blush and which pleased her. All nurses on the whole floor loved him.

IT'S ALL ABOUT HUMANITY

Don't look for technological advice here. I've been learning that all my life from you, wine-makers.

However, if you read this e-Book to the end, you will know more about how and where to communicate at this time, how to build a brand, how to work with prices and what would probably be worth changing or innovating in production, distribution or in your visitor center.

And we believe that you will gain a lot of energy and optimism during reading.

We keep our fingers crossed for you! ♣



Hill Country Light
PHOTOGRAPHY
MIGUEL LECUONA TEXAS





GENERAL DIRECTOR PAU ROCA

The International Organisation of Vine and Wine (Organisation Internationale de la vigne et du vin) is an intergovernmental organization which deals with technical and scientific aspects of viticulture and winemaking. OIV is based in Paris, and had 48 member states as of 2021 - Algeria / Argentina / Armenia / Australia / Austria / Azerbaijan / Belgium / Bosnia-Herzegovina / Brazil / Bulgaria / Chile / Croatia / Cyprus / Czech Republic / France / Georgia / Germany / Greece / Hungary / India / Israel / Italy / Lebanon / Luxemburg / Malta / Mexico / Moldavia / Montenegro / Morocco / Netherlands / New Zealand / Norway / Peru / Portugal / Republic of North Macedonia / Romania / Russia / Serbia / Slovakia / Slovenia / South Africa / Spain / Sweden / Switzerland / Turkey / United Kingdom / Uruguay / Uzbekistan. Not the United States.

There is also the bunch of observers:

EU - European Union

AIDV - International Wine Law Association

AMORIM Academy

AREV - Assembly of Wine-Producing European Regions

AUIV - International University Association of Wine

CERVIM - Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture

FIVS - International Federation of Wines and Spirits

OENOPPIA - Oenological Products and Practices International Association

UIOE - Union Internationale des Œnologues
VINO FED - World Federation of Major International Wine and Spirits Competitions

ASI - Association de la Sommellerie Internationale

WIM - Wine in Moderation

Yantai (China), prefecture-level municipality
Ningxia Hui autonomous region, China

GWC - The Great Wine Capitals Global Network.

The OIV is the world's highest authority setting binding standards in the wine sector.

Who else should launch the content of this book than the CEO of this global organization?

Although we can't travel, he gave us at least distant answers to our questions, a virtual interview.

Please, share with us your vision of the future of the wine in on-trade and off-trade market. Do you expect quick resurrection and restoration or, more likely, calls for grubbing-up of vineyards and distillation of unsaleable wine? I understand that these are extremes, and the real solution will be somewhere in the way between them.

„The situation differs from country to country depending on factors like the length of lockdown measures, the consumption habits of the population, the elasticity of substitution between wine and other beverages, the relevance of the HoReCa channel, or the development level of the e-commerce channel. Overall we can see that Covid19 has generated a recession that is indeed having direct and indirect effects on the sector. Not all such impacts will be permanent, but some will last, and the sector needs to anticipate this.“

„Regarding distillation, the increase in stocks is quite predictable. There will probably be overproduction if we take into account the likely decrease in consumption in certain countries.“

„If we look at data from customs and we compare the first semester of 2020 with the same period in 2019 we can clearly see a drop in international trade of wine (-6.7% vol., -12.4% val.) after many years of stable and consistent growth.“

„It will be crucial for the future of the sector to focus all our efforts on the full recovery of international markets. In front of the risk of a global economic recession, without direct actions in this direction the whole industry will be under threat.“

„This requires on one side that governments first recognise the relevance of the sector and its nature of essential economic activity and then need to put in place measures that concretely support the sector.“

„And on the other side that enterprises show capability to adapt and to be resilient. For this purpose, diversification (in terms of products, markets, distribution channels, etc.) will play an important role.“

Should be the digitalisation the solution?

„In all this I am also convinced that digitalisation will be one of the keys of success. Digitalisation is an acceleration factor acting in our society. We can see it as a catalyst that make things happen much faster than expected.“

„We have all seen how e-commerce revealed to be an extraordinary alternative to more traditional distribution channels. This will be the key for the future of wine sales, its development has been boosted by the pandemic and the sector is well placed to keep growing via this channel.“

„To give you some figures - that we have gathered from IWSR drinks' market analysis.“

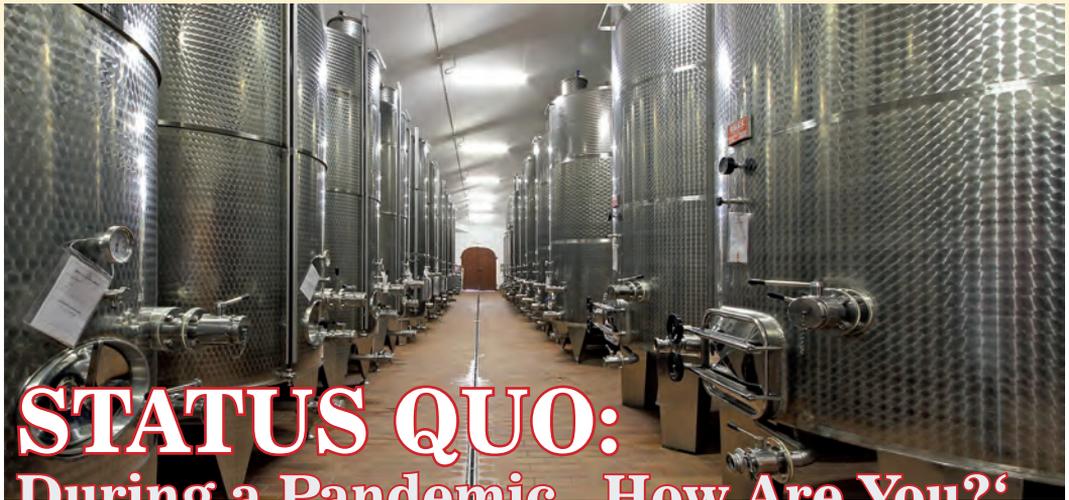
„If we look at the world's major economies, e-commerce wine sales growth in value is projected to rise by about 48%. This is 3 times the growth observed in 2019 as compared to 2018. This increase is even more surprising when wine consumption is expected to drop by about 9% in 2020 in all key global wine markets.“

„But this is just an example of the opportunities coming from the digitalisation of the sector.“

„And that is the reason why the OIV is currently about to implement its digital transformation strategy which consists of, among other projects, the creation of an observatory-hub that will study and analyse the recent evolution of digitalisation applied to wine sector and what we call a digital garage where different digital initiatives and prototypes can be tested. In addition, the OIV Secretariat will develop a data & analytics lab that will become an international centre for sectorial data collection and analysis. It is a very actual question.“

**Merci beaucoup,
Monsieur le Directeur Général!**





STATUS QUO: During a Pandemic, 'How Are You?' is a Bad Question

Status quo is a Latin phrase meaning the existing state of affairs, particularly with regard to social, political or economical issues. It is part of the diplomatic language. In the STATUS QUO chapter, we will look through statistics, graphs and eyewitness contributions at how the situation is, the STATUS QUO in different countries of the world.



Martina Dlabajová 

is a Czech businesswoman, international consultant, former president of the Regional Chamber of Commerce of the Zlín Region (2012 – 2014) and since 2014 Member of the European Parliament. She is also a wine lover. In the past she founded and managed several companies in the Czech Republic, Slovak Republic and Italy. One of them was focused on wine imports.

IN VINO VERITAS

I have always admired winemakers having a close relation to them. The history of their trade is several thousand years long and it has always deserved esteem and respect. It is a fair and lovely trade which, however, apart from devotion, also requires proper knowledge, skills and often also a great deal of determination, endurance and persistence.

Even if the world had not been affected by

the COVID-19 pandemic in the beginning of last year and had not started to dictate all its operations in the following twelve months at least, European winemakers' lives would not have been a bed of roses anyway and every day would have brought them something they would have had to deal with. Growers of varieties of which Spanish cava is made could tell a lot about it as they lost two thirds of their harvest last year. Their grapes were fatally

attacked by mildew that was caused by a rainy summer. Bad weather was also fought against by winemakers in Italy where a part of the harvest was ruined by frost in spring already and heavy storms in summer. It is similar with producers in other parts of Europe as well. On the contrary, summer heatwaves and drought in some French regions brought a better harvest exceeding their greatest expectations. They say French Bordeaux has not ever had better conditions and it will be worth it this year.

This, however, cannot really change the fact that markets in all countries mentioned above are decimated and apart from anti-epidemic measures, that closed restaurants, bars as well as airport shops in many states, there are also the relationships of Europe with its biggest selling market of continental wines, the USA, that have reflected badly on it.

The so-called Trump 25% tariffs imposed by the United States on the import of French, Spanish and German wines are still valid, and it seems that in the foreseeable future nothing will change even with the arrival of the new president Joe Biden's administration. For instance France, that sells up to a quarter of its wines and liquors to the USA, has already counted up the damages and report that its export compared to last year tumbled by 13.9 percent to 12.1 billion euros. The export of champagne and cognac, which represent the greatest items, in both cases slumped by more than 20 percent last year.

STRONG EUROPEAN MARKET

The upcoming year will be extremely difficult for winemakers across Europe. We cannot command the vagaries of the weather and pandemic proves to be such a mighty opponent that it will take some time to fight it off completely. Closing down the economy, or its total lockdown, is the ultimate solution though but for states the hospitals of which report being full and having completely exhausted staff on their last legs, it is often the only possible means of protection. Like other sectors which



the coronavirus crisis brought to their knees winemakers need to be thrown a lifeline as fast as possible. Yesterday it was late.

European institutions are aware of it.

It is no wonder as the European Union is the world's greatest producer of wine and the average annual production reached 167 million hectolitres between 2014 and 2018. In the territory of the EU states, there are 45% of world's winegrowing regions which supply 65% of all production, 60% of consumption and 70% of export. There was the very first common organisation of the market in 1962 already and the latest significant reforms took place in 2008 and 2013. Their goals were clear. In the first place to simplify, clarify and increase the efficiency of the market-management rules, maintain the best traditions of European winemaking and help reinforce the position of our winemakers on the market both inside and outside the EU. Every year, every EU country receives a fixed amount of money from the budget of the EU that they can use.

INSUFFICIENT HELP?

However, there is more to be done now. Winemakers report financial problems, troubles with cash flows caused by the disruption of supply chains and closing of some markets, mainly restaurants, bars and hotels. Winemakers in Spain had to watch their harvest rotting in fields as the traditional grape pickers from Balkan countries did not arrive because of border closures or strict conditions concerning travelling this year. Producers in Italy experienced a similar situation because seasonal workers from the Balkan countries were missing in vineyards owing to the same reasons. Let us add unexpected and substantial costs related to the implementation of safety measures at workplaces and omnipresent risk that employees can be quarantined anytime.

Moreover, the wine market in the European Union faced worsening conditions already in 2019 and this is why wine stocks are on the highest level of the last decades. The reason is mainly the combination of the record harvest in 2018 and generally a decrease of wine consumption in the whole EU27.

This is why the EU institutions have already accepted urgent temporary measures several times in the course of last year to counterbalance market distortions. Last time it was this February. Basically, this means relaxing the existing rules for granting support, for example enabling continuous reimbursement of not-yet-finished projects and highly-valued flexibility for the EU members that in case of need can derogate from these rules now. It may be just a small compensation but everything counts.

THE EAST HOLDS THE WEST

People already say that Europe is undergoing the deepest economic crisis since the end of the Second World War and it will take some time before it is back on its feet at full strength again. But we can also hear that every crisis is an opportunity.

The Italians (and many others) confirm it. Their wines have been very popular in former Eastern Bloc countries for a long time and the COVID-19 pandemic has only emphasised this trend. In 2019, consumers from Poland, the Czech Republic, Slovakia, Hungary, Romania, Bulgaria, the Baltic states and Ukraine purchased foreign wines worth 1.335 billion euros. Almost a third of them (26%) represented wines from Italian regions. In the first months of the pandemic starting, the export of Italian wines to these countries increased by 4.3% and Prosecco is an overall winner.

Examples of good practice are not uncommon at our place either. It followed from a survey that was carried out in two thousand Czech winemakers and wineries by a company named Focus in autumn that the Czechs have not given up the fight with the pandemic either. Almost half of the addressed winemakers, or more precisely 46% of them, said that because of the situation they had to look for new ways of distribution of their wines and another 36% of winemakers stated they changed their sales strategies. The loss will not uphold it, yet it indicates one thing. We can be proud of winemakers in Europe. They deserve it. ♣





Statistics are boring, but they have accurate data

My uncle was a firefighter, and one of his favourite proverbs was: **Before you start to extinguish the fire, it's good to know what's burning.**

So, let's look at the results of research, statistics, and studies, how the field of alcoholic beverages, especially wine, the on-trade and off-trade businesses are currently running.

The IWSR (International Wines and Spirits Record Drinks Market Analysis), newly connected with the Wine Intelligence London, is the most trusted, accurate and widely used source for beverage alcohol trends in the world. They help their clients benchmark performance, identify market entry opportunities, and stay on top on innovation for product development. Could be interesting for you to become a member! Serina Aswani, an IWSR Head of Content and Business Developments regularly provides our office with the latest statistics, trends, and news. Maybe you can choose from them as well. Another used source in this part of our e-Book are OIV (L'Organisation Internationale de la Vigne et du Vin / The International Organisation of Vine and Wine), Statista Inc., CGA (standing for Curren Goodden Associates), AABRS (standing for Company Debt Limited), and Wine Institute, California.

SHORT-TERM GROWTH

According to the FDA (The US Food and Drug Administration), more than half of Americans aged 18 and over (55.3%) drink alcohol during the crisis, a quarter of whom drink more than 4 glasses a day, and 5.8% of respondents said „alcohol disorder“ from mild to severe drunkenness.

The IWSR considers this short-term wave of growth to be an excess caused by an emergency and fear of it. On the contrary, it assumes that there will be a marked decline with reassurance and that the previous year's (2019) level of alcohol trade will not return for another 5 years, if at all.



LONG-TERM FALL

In the sector, the losses caused by the forced closure of bars and restaurants were far from offset by an increase in sales of alcohol in shops and e-shops. In this field, there was a critical decline in 2020 (although the lockdown was announced to varying degrees by the governments of countries and states)

Guess, which is the top selling wine brand in the world? Barefoot Wine, E.J. Gallo, Global Sales: 22.5 millions a year. Barefoot Wine was introduced in 1986 by Michael Houlihan & Bonnie Harvey. Barefoot is a brand whose slogan is "Get Barefoot and Have a Great Time!" Barefoot's winemaker Jennifer Wall produces 17 unique varietals and blends: Zinfandel, Shiraz, Merlot, Pinot noir, Cabernet Sauvignon, Pinot grigio, Sauvignon blanc and Chardonnay to name just a few.



and according to IWSR estimates, it will take at least 2024 to reach the level of 2019.

The worst impact worldwide will be in areas dependent on tourism, where there will be a particularly severe decline and recovery may take even longer.

According to CompanyDebt 2020 was an „annus horribilis“ for the UK pub sector, with beer sales falling by 56% to their lowest levels since the 1920s. The sector has faced some of the toughest and longest-lasting restrictions during the coronavirus pandemic and they look set to continue well into the spring.

There is a warning about the long-term global decline in wine consumption, which continued in 2019 (-1.1% of volume, although the value was slightly higher + 0.6%), in the key consumer area of „traditional“ Europe, wine volume slowed down - 1.6% and in the USA, wine consumption fell last year for the first time in 25 years. In the first half of 2020, wine

sales fell to double-digit estimates.

Global wine consumption has been severely affected by Covid-19, with the downturn of the on-trade, damage to travel and tourism, and a weakened economy driving to a -9.7% volume and -9.5% value decline for the market in 2020.

The only exceptions are sparkling wines, the consumption of which is less and less tied to festive moments. Consumers are increasingly switching to year-round sparkling wine, which grew by + 1.4% in volume and + 6.6% in prices. The share of sparkling wines is expected to grow further by 2024, but it still cannot replace the decline in the consumption of still wines.

OIV CEO Pau Roca estimates it even harder: the closure of restaurants and hotels could lead to a 35% drop in the volume of wine sold and a 50% drop in the value of sales, so it also assumes a general unit drop in wine prices.

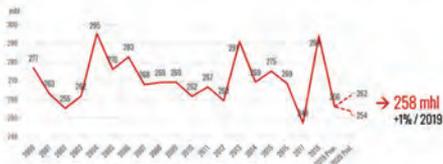
Major EU Wine Producers, 2015 - 2020



OIV

With 159 millions hl, the EU27 represents 62% of the world wine production. After the exceptionally high production in 2018, for the second consecutive year global wine production is expected to be below-average

World Wine Production



After the exceptionally high production in 2018, for the second consecutive year global wine production is expected to be below-average.

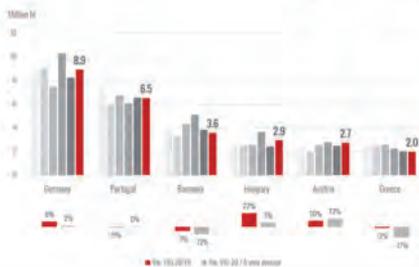
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Major EU Wine Producers, 2015 - 2020



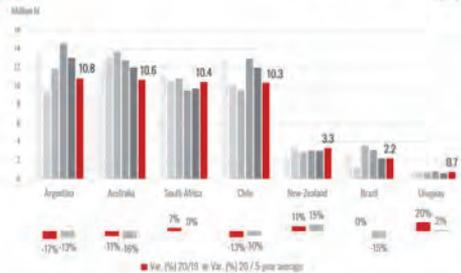
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Major EU Wine Producers, 2015 - 2020



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Southern Hemisphere - Major Wine Producers, 2015-2020



OIV

Major wine producers ^a

	million hl	2014	2015	2016	2017	2018	2018/2017 Variation in volume	2018/2017 Variation in %
Italy	44.2	50.0	50.9	42.5	54.8	12.3	29%	
France	46.5	47.0	45.3	36.3	48.6	12.3	34%	
Spain	39.5	37.7	39.7	32.5	44.4	11.9	37%	
USA*	23.1	21.7	23.7	23.3	23.9	0.5	2%	
Argentina	15.2	13.4	9.4	11.8	14.5	2.7	23%	
Chile	9.9	12.9	10.1	9.5	12.9	3.4	36%	
Australia	11.9	11.9	13.1	13.7	12.9	-0.8	-6%	
Germany	9.2	8.8	9.0	7.5	10.3	2.8	38%	
South Africa	11.5	11.2	10.5	10.8	9.5	-1.4	-12%	
China	13.5	13.3	13.2	11.6	9.1	-2.6	-22%	
Portugal	6.2	7.0	6.0	6.7	6.1	-0.7	-10%	
Russian Federation	5.1	5.6	6.6	5.8	5.5	-0.2	-4%	
Romania	3.7	3.6	3.3	4.3	5.1	0.8	18%	
Hungary	2.4	2.8	2.8	3.2	3.6	0.5	15%	
Brazil	2.6	2.7	1.3	3.6	3.1	-0.5	-13%	
New Zealand	3.2	2.3	3.1	2.9	3.0	0.2	6%	
Austria	2.0	2.3	2.0	2.5	2.8	0.3	11%	
Greece	2.8	2.5	2.5	2.6	2.2	-0.4	-15%	
Ukraine	1.5	1.1	1.1	1.9	2.0	0.1	5%	
Moldova	1.6	1.6	1.5	1.8	1.9	0.1	5%	
Switzerland	0.9	0.9	1.1	0.8	1.1	0.3	40%	
Bulgaria	0.8	1.4	1.2	1.2	1.0	-0.1	-10%	
World	270	275	270	249	292	43	17%	

a) Countries with a wine production of more than 1 million hectoliters



Estimated wine production in EU Countries in 2019 and 2020 (OIV First Estimates)

<i>Unit: mhl</i>	2015	2016	2017	2018	Prov. 2019	Prel. 2020	20/19 Var. in volume	20/19 Var. in %
Italy	50.0	50.9	42.5	54.8	47.5	47.2	-0.3	-1%
France	47.0	45.4	36.4	49.2	42.1	43.9	1.8	4%
Spain	37.7	39.7	32.5	44.9	33.7	37.5	3.8	11%
Germany	8.8	9.0	7.5	10.3	8.2	8.9	0.7	8%
Portugal	7.0	6.0	6.7	6.1	6.5	6.5	0.0	0%
Romania	3.6	3.3	4.3	5.1	3.8	3.6	-0.3	-7%
Hungary	2.6	2.5	2.5	3.6	2.4	2.9	0.5	22%
Austria	2.3	2.0	2.5	2.8	2.5	2.7	0.2	10%
Greece	2.5	2.5	2.6	2.2	2.0	2.0	0.0	-2%
Bulgaria	1.4	1.2	1.2	1.1	0.9	0.9	-0.1	-7%
Croatia	1.0	0.8	0.7	1.0	0.7	0.7	0.0	-7%
Slovenia	0.6	0.5	0.5	0.9	0.8	0.6	-0.1	-16%
Czech Rep.	0.8	0.6	0.6	0.7	0.5	0.6	0.1	15%
Slovakia	0.3	0.3	0.3	0.4	0.3	0.3	0.0	1%
Cyprus	0.1	0.1	0.1	0.1	0.1	0.1	0.0	2%
Luxembourg	0.1	0.1	0.1	0.1	0.1	0.1	0.0	32%
Malta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-13%
EU27	166	165	141	183	152	159	7	5%

Vineyards on the foot of the Chřiby Hills, Moravia, Czech Republic. Photo Václav Šálek



The IWSR and other statistic researchers has identified some significant trends with the results of its research, that will shape the global beverage alcohol market in 2021.

IT IS SAID PEOPLE ARE DRINKING MORE DURING THE PANDEMIC

IWSR looks to answer this question with the publication of an in-depth assessment of beverage alcohol consumption and consumer behaviour in 2020.



In the early days of Covid-19 lockdown, reports of consumers panic buying beverage alcohol led to the impression that people were drinking more than usual during the pandemic. Although pantry loading behaviour soon tapered off, many industry watchers were asking the same question.

IWSR looks to answer this question with the publication of an in-depth assessment of beverage alcohol consumption and consumer behaviour this past year.

IWSR data shows that beverage alcohol volume consumption during the pandemic was down across almost all markets, including Australia, Brazil, China, Colombia, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, South Africa, Spain, Thailand, Turkey, the UK, and the global travel retail channel. Only

the US and Canada will see increases in beverage alcohol volume consumption in 2020 (both at over 2% total volume increases). In total, beverage alcohol volumes across the 19 countries are set to fall by -8% in 2020. Global travel retail volumes are forecast to be down -68% in 2020.

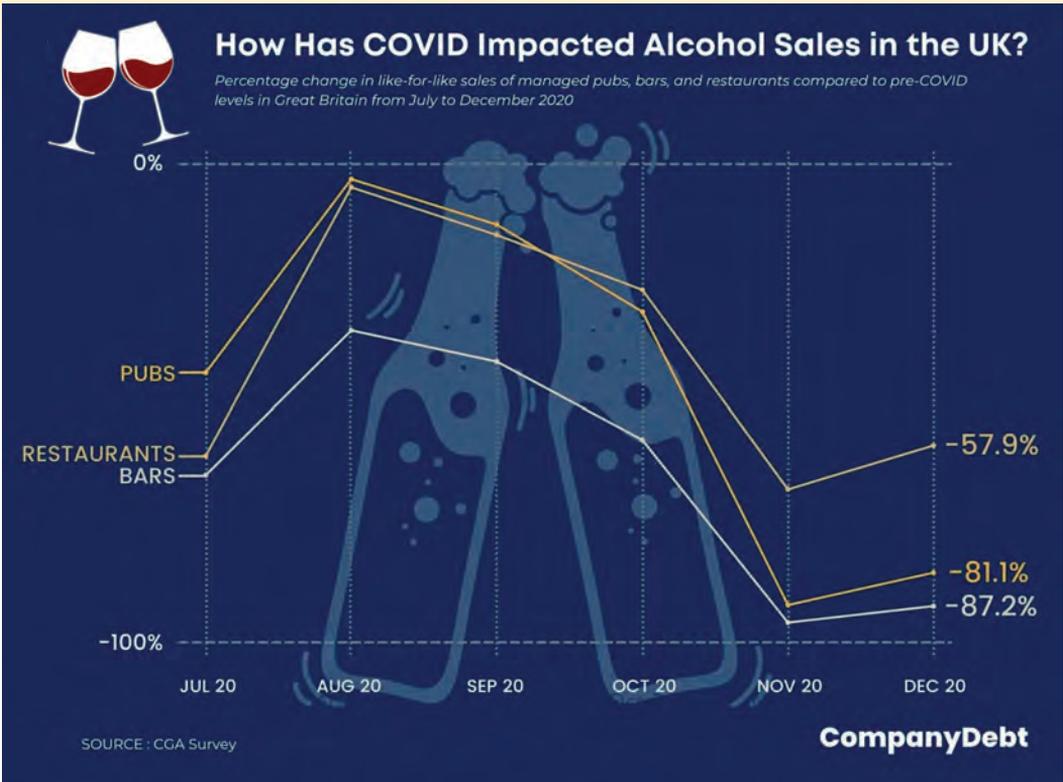
A shut down of all non-essential businesses has affected the service industry sector the hardest. According to the National Restaurant Association (NRA), there are over 1 million restaurants and 15.6 million employees across the US. The overall impact nationwide according to the NRA “indicate that restaurants and the foodservice industry could sustain \$225 billion in losses and eliminate 5-7 million jobs over the next three months.”

The key reason for this decline is largely down to decreased purchasing in the on-trade. Some countries were able to bear the brunt of the on-trade closures better than others. In Australia, for example, the beverage alcohol market is generally weighted more towards the off-premise, which meant lockdowns did not impact drinking occasions as drastically as in other countries. Australian wine consumers, for example, almost completely transferred on-trade purchasing behaviours to the off-trade. Total beverage alcohol volume consumption in Australia will fall by approximately -1% in 2020. However, in many markets, the increase in at-home consumption did not compensate for the closures of the on-trade.

AT-HOME CONSUMPTION

Is it the new drinking occasion? Covid-19 lockdowns and the subsequent rise of the at-home drinking occasion forced many





brand owners to shift channel investment into e-commerce by necessity. The global rise of e-commerce due to Covid-19 transformed the channel into a critical component of market strategies going forward. In the US, e-commerce alcohol sales are expected to continue to increase rapidly, with average annual growth of nearly 45% in value, 2020 to 2024. Put into the wider market context, this means that online alcohol sales will jump to 1.6% of total off-trade volume in 2020 and reach 6.9% by 2024.

As we move into 2021, channel shifts will continue to evolve. E-commerce will remain a critical investment, and going forward, will require a nuanced strategy that's coordinated globally but deployed locally, taking local laws into consideration.

Consumers have now become increasingly comfortable with purchasing alcohol online: IWSR data shows that in the US, for example, 44% of alcohol e-shoppers only started buying alcohol online in 2020, compared to 19% in 2019.



As at-home consumption increasingly becomes an occasion in itself, brand owners will need to re-evaluate their balance of investments between bricks & mortar and on-premise channel splits. Plans will need to be adapted to take into account a smaller on-trade sector, which is especially important for product activation strategies.

So far, the type of drink that people are purchasing is also changing, with spirits especially gin and whiskey gaining in popularity in the UK. Following CGA, among those buying drink online, 40% ordered wine – the top choice. Lager came next, followed by gin.

E-COMMERCE NEW NEEDS

Coronavirus literally forced companies to deliver respectively products and services. They have adopted digital channels in their marketing and thus accelerated the digital transformation. It has been in vogue since March 2020, and companies of all sizes are investing heavily in the transition to digital platforms. Specifically, for e-commerce, chatbots, e-mails, applications, artificial intelligence, predictive analytics, omnichannel marketing and augmented or virtual reality. Brands that embrace new technologies and provide consumers with a pleasant and seamless experience will rise to leadership positions after a pandemic.

Although e-commerce structures are more complex in the US, we will start to see more alignment in the three-tier system, with a move towards easier solutions for brand owners to reach consumers online.

Brand owners will also want to own the consumer experience, and we will likely see a rise of white label e-commerce platform services as well as a push toward state legislation to allow for direct-to-consumer shipping where not currently allowed. Access to consumer data will be a key consideration for brand owners evaluating their e-commerce strategies as well. Strong pressure can be expected to change the legislation in countries that still hinder the direct sale and transport of alcohol.

Consumer behaviour has changed and restarted to some extent. We expect successful companies to value their products and services based on their true value. They will conduct extensive surveys to better understand how the pandemic has affected their employees, customers, but also the industry in which they do business. Smart marketers apply this knowledge not only to their strategies for 2021, but also to long-term plans.

NEW FORMATS

Changes in shopping and drinking patterns during the pandemic have led to a shift towards large packaging formats, such as bag-in-box, and small packaging formats, such as cans. Canned wine in particular has been moving towards broader consumer acceptance for some time, and this trend has been hastened by the pandemic.

Bag-in-box wine sales are booming in the US, UK, and Japan, while canned wine is performing well in the US, UK, and Australia – which are, not coincidentally, strong RTD markets as well. While the expansion of the bag-in-box format is largely seen as a temporary trend driven by lockdown shopping habits and consumers' desire to stock up, canned wine has longer term appeal.

Sparkling wine, and Prosecco in particular (so easily available in cans!), has spearheaded the diversification of wine's consumption occasions. The category has steadily moved away from its one-dimensional image as a special celebratory drink to align with more regular occasions, such as the aperitivo hour.

The format has been a vehicle for recruitment, bringing younger consumers into the space – something brands can capitalise on in the year ahead. In particular, these millennial LDA drinkers are drawn to canned wine's convenience, versatility, environmental credentials, portion control, and fresh marketing approach.

“Although wine suffered heavily from the economic and on-trade downturn, the low-tempo

nature of lockdown, more time for meal preparation, digital meet-ups and a propensity to treat oneself more often sparked a rediscovery of the category,” says Daniel Mettyear, Research Director (Africa & Wine).

With its glamorous lifestyle associations and refreshing taste profile, the booming rosé category works across a number of social situations. More generally, lighter style wines are attracting new consumers with their accessibility and versatility.

CHANGES IN CONSUMER ATTITUDES

2020 cemented the no- and low-alcohol category as a mainstay in consumers’ drinking repertoires, with Covid-19 prompting key changes in consumer attitudes, driven by the at-home occasion and an increased awareness of health and wellness.

IWSR research shows that across key no- and low-alcohol markets, relaxing at home represents the category’s key drinking occasion.

These consumer attitudes are set to continue into 2021. Where no- and low-alcohol offerings were once almost stigmatised, the category has now become aspirational, with consumers increasingly willing to pay a premium for no- and low-alcohol products.

Throughout the pandemic, no- and low-alcohol products have performed strongly, and there is an untapped opportunity for wine to participate in the movement to a greater extent in the future. No- and low- alcohol wines currently represent a tiny fraction of global still and sparkling wine consumption – however, they are experiencing double-digit growth rates globally.

IWSR data shows that while most markets are expecting to see elements of growth within the no/low alcohol segment, key growth markets include the US, Germany, and Spain, largely driven by the expansion of no- and low-alcohol beer and both wine, sparkling as well still. Within the no/low spirits category, the US and UK will see some of the most rapid growth.

HOW WILL PREMIUMISATION STRATEGIES EVOLVE?

Brand owners will need to take a more nuanced approach to premiumisation.

The pandemic has had a nuanced impact on premiumisation trends, and going into 2021, brand owners will need to apply a more considered approach to premiumisation strategies, dependent on country, channel, category, and demographic combinations. We will likely see three price trends moving forward:

- Premiumisation continues: Despite the impact of Covid-19, some consumers, especially those in developed markets, would have benefited financially from lockdowns, where spend on commuting, social activities or holidays would have decreased. Premiumisation trends will continue in some categories and markets, such as for agave-based spirits in the US and blended Scotch in the UK.

- Return to tried and trusted: Some consumers will return to well-known brands and avoid experimentation or high-level spending. In some cases, this may be a result of changes in the bricks-and-mortar experience, where social distancing restrictions or personal preferences may make consumers less inclined to browse in shop aisles. This pricing trend will likely be apparent in categories such as rum in France and still wine in Japan.

- Democratisation or downtrading: Countries hard-hit by the economic impact of Covid-19 will likely see more consumers opting to down-trade as they focus on value-for-money options. Limited furlough schemes or a higher level of personal taxation may create longer-term income pressures for consumers in both less developed as well as developed countries.

RELEVANCE WITH CONTEMPORARY CONSUMERS

In 2019, still wine volume consumption in the US decreased for the first time in 25 years. The downward trend is likely to continue, with IWSR forecasting a -1.2% volume CAGR (2019

to 2024) for still wine in the US. This trend is prompting brand owners to pivot their product offerings. We will see an evolution of wine, with brand owners leaning towards more casual offerings that bring the category closer to younger LDA consumers (*Latent Dirichlet Allocation is a generative statistical model that allows sets of observations to be explained by unobserved groups that explain why some parts of the data are similar. LDA is an example of a topic model and belongs to the machine learning toolbox and in wider sense to the artificial intelligence toolbox*) – recent findings from Wine Intelligence show that US consumers are simplifying their engagement with wine.

With millennial LDA drinkers shifting the dynamics of wine, more accessible packaging, and brand messaging, as well as closer alignment with current consumer trends, such as health and wellness, moderation, and sustainability cues, will drive category relevance.

A DEMAND FOR TRANSPARENCY

The health and wellness movement has fuelled the no/low alcohol category, but it is also making consumers more conscious of what they drink. We will see a growing need for brands to offer more transparency – everything from what's in the liquid and where the ingredients are from, to how the liquid is made and who makes it. The trend for transparency caters well to the US craft industry in particular, but it also resonates with adult soft drinks and cannabis beverages that focus on functional benefits. The demand for transparency feeds into consumers' growing focus on ethical consumption as well, which will see brand owners take more accountability for their environmental footprint and social responsibility.

As a result of the pandemic, the importance of sustainability has been reinforced in the minds of consumers. In tandem with increasing the focus on environmental concerns, the

pandemic has amplified the trend towards health and wellness. Together, these issues have acted as major drivers of the organic, biodynamic, and low-intervention wine movement.

"With the pandemic highlighting the fragility and vulnerability of our place within the natural world, the focus on ingredients, authenticity, proximity, wellness, and taking care of yourself, society and the planet, are all climbing fast," says Metyear.

Now more than ever, alignment with environmental and social issues is a badge of honour for brands, particularly in the minds of younger LDA millennials and Gen Z. The industry is gradually catching up with consumer need, creating the necessary certifications to instill trust in such products.

Flavour, awareness, and acceptance currently hold the no/low category back, but brands are increasingly investing in de-alcoholisation processes and campaigns to increase consumer awareness.

SOCIAL, ENVIRONMENTAL, AND ETHICAL RESPONSIBILITY WILL BE IN THE COURSE

Protests against racial inequality this year have inspired many of us to change our own behaviour, as well as adjust our content marketing strategies. It is likely that companies will make significant efforts to upgrade their business practices to reach enlightened customers who care about companies' attitudes to social and environmental sustainability. There is no doubt that ethical companies will be more successful in the long run, which is why significantly more companies will join the movement next year than before.

How did this trend manifest itself this year? More and more brands are taking an anti-consumer approach and are avoiding, for example, holiday marketing, a trend that has been going on for several years (remember Black Friday, for example). Instead, they encourage customers to spend time on healthier and more fun practices than online shopping.

NEW CATEGORY IS SKYROCKETING

The ready-to-drink (RTD) alcohol category, which includes hard seltzers, flavoured alcohol beverages, and pre-mixed cocktails, is under rapid transformation across leading markets, with volume growth out-pacing that of other beverage alcohol categories globally.

The RTD category is the fastest growing beverage alcohol category in the US market, and its trajectory is looking strong for the years to come. By the end of 2020, IWSR expects the category to double its 2019 volume, driven largely by the buoyant hard seltzer segment. This growth will make volume consumption of the RTD category in the US larger than that of the entire spirits category.

While there are distinct differences across all countries, it's clear that hard seltzers or seltzer-like products are growing in popularity as consumers look for sessionable, lower-ABV options. The portability and single-serve nature of RTDs has proven a key factor of growth, especially during Covid-19. Convenience is a key tenet of go-to-market & channel distribution strategies, especially in countries such as Japan, the US, Mexico, and Brazil.

RTD brands that are seeking cross-border development will need to pay close attention to taxation rules for varying alcohol bases, which differ between countries.

Due to the prevalence of malt and fermented sugar bases, most newly launched RTDs in the US fall into the 4.1% to 5.0% ABV range and as such align with the 'better for you' ethos. However, with the rise in spirit and wine based RTDs, the US market has seen an increase in products that exceed 10.1% ABV. These expressions tend to be versions of full-strength cocktails. Conversely, there is also an equal rise in lower (less than 4.0% ABV) products.

Malt-based RTDs have been the preferred choice of many RTD producers, driven by

factors such as lower excise taxes and wider points of channel distribution across the US. However, 2021 will see the rise of spirit based RTDs as the next iteration of premium RTD offerings.

Brand owners will look to extend the reach of their products to attract consumers interested in flavour and convenient cocktail options. IWSR data shows that nearly 50% of consumers in the US place importance on alcohol base when selecting an RTD. Innovation in premium ingredients, alcohol base and new interesting flavours will drive the RTD market in the US.

Brands are rapidly pivoting to meet this consumer need. IWSR data shows that vodka is by far the most common spirit base with Tequila/mezcal, whiskey, gin, and rum following behind. Wine remains the least explored alcohol base among RTDs, though, when it occurs, such innovation predominantly comes in the form of spritzes, mimosas, bellinis, and sangrias.

"Winners will differentiate their proposition to consumers in order to stand out among the masses," says Brandy Rand. "Premiumisation through alcohol base, unique flavours, functional benefits and purpose marketing strategies are among the angles that could yield greater consumer appeal and demand."

POLITICAL IMPACT TO THE BEVERAGE ALCOHOL MARKET

Changes in leadership, diplomatic relationships and legislation come into focus.

- New leadership in the US brings former policies of protectionism into focus, and is raising key questions, such as whether the new administration will review beverage alcohol import duties, or how tariffs imposed by the US may differ between the UK and the EU.

- Changes in global relationships with China and shifts in trade policies, such as those on



Australian wine exports, will continue to impact the global industry landscape.

- Post-Brexit discussions will be key for arrangements within Europe. Industry stakeholders will be paying close attention, for example, to developments that could impact trade flows, as well as future EU laws on alcohol ingredients labelling, which would impact the Scotch industry in particular.

- Governments may also review legislation on beverage alcohol e-commerce – for instance, a liberalisation of currently restrictive e-commerce regulations in large markets such as Russia or India could have a significant impact on route-to-market.

GOOD NEWS TO THE END

Although the recovery of UK pubs has been delayed by the lengthy restriction phase-out, there are signs that they could bounce back. Andy Haldane, chief economist at the Bank of England, recently likened the UK economy to

a “coiled spring”. He said that there are “enormous amounts of pent-up financial energy waiting to be released”, and once the restrictions are lifted, a combination of record household savings and a desperation to catch up on missed socialising will drive the recovery.

Similar expectations reign in Czech lands too.

That desperation to catch up on socialising will be good news for the pubs. However, the delayed reopening of the pubs, with customers in England welcomed (probably) outdoors from 12 April and indoors from 17 May, means the sector will miss out on the lucrative Easter period. That could have provided a welcome cash flow boost after the pubs were forced to miss out on the all-important festive season.

Once the restrictions are fully lifted, it’s expected that pubs closest to national parks and the coast will rebound first, as they’ll benefit from the increase in domestic tourism. Pubs



in city centres could be in the doldrums for a little longer, with delays in workers returning to offices, permanent shifts in working arrangements and a decline in international tourism continuing to dampen their performance.



For more information, visit: *The IWSR Future of the Global Ready-to-Drink Alcohol Market Strategic Study.* ♣



Anna Godabrelidze ✚

First Lady of wines from Georgia at the foot of the Caucasus. Anna is Georgian Wine School owner and director. Chairwoman of State Testing Commission at National Wine Agency. Chef of Georgian delegations to OIV. Director of Viticulture and Winemaking of Agricultural University of Georgia. Popular entertainer, author, ancor and producer of TV Show „All about wine with Anna Godabrelidze“ at Rustavi 2 TV.

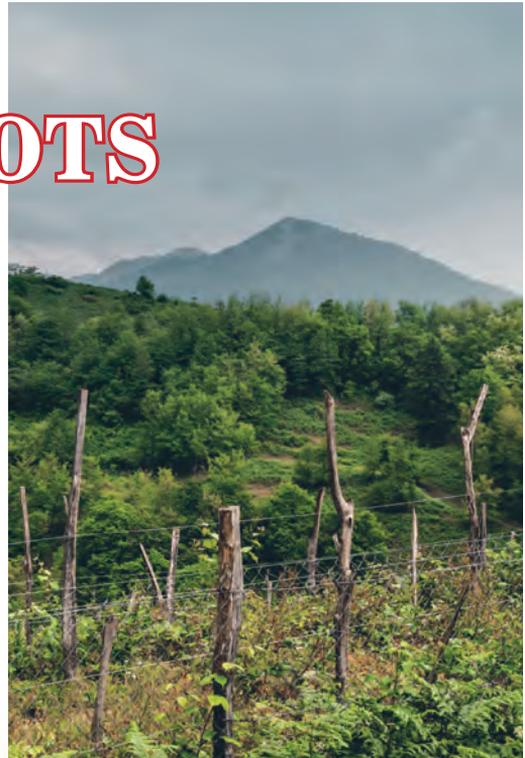
TO THE ROOTS

Somewhere at the foot of the Caucasus, it all started.

Awareness of the Georgian wine has been quietly growing in recent years. This interest is mainly attracted by 8000 years of continuous history and traditions of winemaking, the phenomenon of qvevri (clay vessel used for fermentation and storage of wine), amber wine (long-macerated white wine) and over 500 indigenous grape varieties. But after 8000 years of winegrowing is Georgia experiencing the worst moments.

The traditional Georgian method of making wine in qvevries was awarded the status of Intangible Cultural Heritage Site by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2013, which indicates the uniqueness of this method and sends a message to the world that this wine is part of ancient Georgian culture.

The interest in qvevri amber wine and Georgian natural wine encouraged the development of wine tourism, which paved the way to the popping up of small family wineries,



which restored several forgotten Georgian indigenous grape varieties and proliferated the wine styles.

It started inconspicuously. 2019 was a successful year for Georgian wine industry in terms of export volumes and tourism exposure. Also



2020 looked very promising in the beginning; however, the pandemic took a hefty toll on tourism with death, fear and uncertainty causing the global economic decline, including the wine industry.

Our exports of wine in 2020 stagnated in volume (decline of 1%) but decreased - 9% in value. The export price per liter fell down by 8%. Out of the biggest export destinations, i.e. Russia, Ukraine, China, Poland, Kazakhstan, Belarus and Latvia, the major decline causes fall down by China (-31%) and Kazakhstan (-16%). Other markets, like Poland (+27%), Belarus (+32%), USA (+34%), UK (+155%), S. Korea (+353%) enjoyed the growth. In 2020, Georgian wines were available in 60 countries.

The worst damage affected small wineries,

which were used to having most of their income generated from tourism activities. Foreign tourists remained at home. The government cancels all the fairs and festivals, an important platform for small and medium size growers to present their wines to the greater public, professionals and consumers, both local and foreign.

However, our industry in an effort to adapt to the current challenge has started switching to online platforms. National Wine Agency will launch the Virtual Pavilion for Georgian Wines project in 2021 in cooperation with its UK wine marketing partner Swirl Wine Group headed by Sarah Abbott MW. It is going to be a B2B meeting place, where international wine traders will meet Georgian growers on pre-booked events throughout the year in the form of one-on-one meetings. This will partly compensate the cancelled international fairs.

Although the future is still vague and uncertain, the process of adapting to a virtual presence is actively in progress. However, we strongly believe in better times. Georgia is well known for its warm hospitality. We feel a big potential to become an interesting wine country with amazing nature, historic sightseeings, qvevri amber wines, diverse styles offered by natural and bio-dynamic growers and a long, continuous history of Georgian wine. ♣





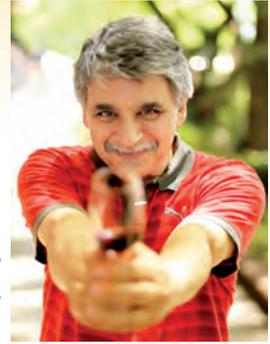
Cristina Pandolfi 

Agricultural Engineer, Founding Member of the Argentine Academy of Vine and Wine. Member of the Association of Women of Wine of Argentina. Researcher and educator.



Daniel Lopez Roca

He holds Master degree in Social Psychology, but his interests laid elsewhere. Wine and gastronomy was always Daniel's great passion, he became chef, writer and lecturer.



DON'T CRY, ARGENTINA!

Daniel left his career in Social Psychology and at the age of thirty, he started as a Chef and worked in that profession for nearly twenty years, while expanding his education in wine in specialised courses in viticulture and oenology. In 2004 he created the Vino-Sub30 wine competition, calling on young groups of tasters in Argentina, Spain, Uruguay, Chile, and Brazil below 30, which tastes more than 1000 wines each year.

Today he gives lectures in Argentina, El Salvador, Guatemala, Dominican Republic, and Panamá and reports about Argentinian wines for different titles including Meininger's Wine Business International magazine ... and for NEW NORMAL and just now for you.

In Argentina, grape harvest starts in February having its peak in March. In the same period of 2020, the corona crisis started hitting

Argentina, so it was difficult to pick the grapes with very few workers. The wine growers had to gather groups of workers and they had to stay living together at the wineries, with the idea of a sanitary bubble protocol.

This way of harvesting the grapes was later called in other regions the „Argentine way“. Wineries found a big opportunity of selling more bulk wine in the external market and bottled wine in both external and domestic markets. Wine consumption in Argentina grew 6.5% up to 21 litres. The export business has also benefited with the crisis as sales went up 26,7% (2020/2019). Bulk wine exports grew 60,1% and bottled 5,6%

I do not expect big changes in the wine company market as it is now in an incredibly positive moment. We had some important changes in the former political period 2015/2019 because of an economic crisis that left high inflation and exceptionally low sales.

Cristina Pandolfi is a highly respected lady in academic and science society, is active in international forums and is valued as an international taster in some of the most prestigious competitions.

Regarding the pandemic and work in the wineries, I can say that in Argentina the 2020 harvest



was in full swing when mandatory isolation was decreed at the national level on March 20 and lasted for several months. Fortunately the food industries were allowed to continue working and producing. COVID-19 impacted all activities in the sector. The number of employees per sector and shifts could not exceed certain quotas, they worked 24 hours a day with all the necessary care to prevent contagion among workers.

Many workers who normally come from other regions to carry out the harvest, had problems returning to their places of origin because provinces had varying guidelines concerning the pandemic. The context was totally new and required adjusting to new security, logistics, and economic measures.

During the pandemic, the export of wine in general grew, in volume and FOB value, and the bulk modality became the engine of the recovery. In 2021 there is uncertainty about how external demand will behave. Wineries began direct to consumer campaigns with interesting prices and promotions which translated into an increase in domestic consumption, after years of decline. The people, forced to stay in their homes, began in higher



Harvesting is a really hard job in Argentina. The vineyards have often high management and the workers have hands over their heads.

volume to accompany much more of their meals with wine.

There was a growth in e-commerce, a modality that proved true in the wine trade as well. Online meetings and live tastings were generated and a much more widespread where oenologists presented their wines and shared their experiences. ♣





Sergio Correa Undurraga

Agronomist and oenologist from Catholic University of Chile, finalizing his degree in viticulture and oenology in France. He has been technical director of several wineries in Chile, he has also advised international companies in Europe, Africa, Asia and America. Creator of hundreds of wines in the world that have been recognized throughout the planet. His professional career is crowned by his own brand of sparkling wine "Singular by Sergio Correa Undurraga".

Founder of the Cofradía al Mérito Vitivinícola Chile. He obtained the Knight 's cross of merit awarded by the French government. Renowned international judge since 1989.

Wines from a long narrow strip between the Andes and the sea

For more than a year we have been living in a chaotic world, due to the pandemic caused by Covid-19 which has affected all sectors equally, including agriculture and within this, winemaking.

I believe that this world situation will not be resolved in the short term, so we will have to continue living with abnormal and atypical situations. This includes Chile, which is currently the fourth country in the world in wine exports and the seventh in production.

The Chilean wine industry and the wine-consuming world experienced notable changes in 2020, especially in relation to commercialization, e-commerce having become a permanent change. This offers attractive buying options and happily Chile is very well prepared.

Hospitality consumption continues to be strongly affected, since people are not visiting hotels, restaurants, bars and cabarets. Today, most consumers are staying home, so the wine industry and their distributors will continue to sell direct-to-consumer, which leaves out the face-to-face interaction and the jobs that were dedicated to this. This is causing increased unemployment in this field.

In Chile and the rest of the world, the consumer continues to prefer cheaper wines,

which does not imply that they are bad wines, but value wines. This includes some younger and less sophisticated wines, often in packaging different than traditional glass bottles. This includes boxed containers in different sizes and volumes, cans, and plastic bottles. Bag-in-box wines will grow in demand. It is likely that more wines will be offered mixed with fruit juices and of lower alcohol levels, resulting in a new business opportunity not yet exploited.

In the case of Chile, given that the average price of a case of 12 bottles (9 liters) of wine, is only US\$27.60 FOB (free on board), it becomes very difficult to lower prices. Considering the production costs and the already existing low marketing margins, the exporters will be unable to raise prices as the market will not allow it. Therefore, I believe that the trend of medium and small producers will be to increase the export of bulk wines, given the lower cost of production. In this market the country will have to compete with the large bulk wine exporters from Spain.

As a result, Chilean and worldwide companies should not increase the production of expensive wines, rather they should invest (for those with capital) in organic and biodynamic

vineyards, in order to have a sustainable viticulture, producing wines in a way that is good for the world, using practices that are healthier and produce less pollution. In other words, be able to offer this type of product in quantity in 5 years, when I hope our world will return to total normality.

I conclude by emphasizing that saving the entire commercial wine production chain will allow many global wine companies to survive this tragedy that affects us as a society. In Chile, it will help out the small and medium-sized companies, so that they do not have to uproot their vineyards to replace them with more profitable crops, such as cherries, blueberries, avocados, hazelnuts or olive trees. ♣



Sergio judges at Vinalies Internationales in Paris



Adam S. Montefiore 

Considered and referred to by some as: the English voice of Israeli wine and the ambassador of Israeli wines. Adam S. Montefiore, born in London, started in the drinks industry & wine trade with Bass Charrington and was a founder member of The Academy of Wine Service in the UK. Moved to Israel in 1989. Worked for the Golan Heights Winery & Carmel Winery for many years. Founder of Handcrafted Wines of Israel. Since 2010 the Wine Writer for the Jerusalem Post. Partner in The Israel Wine Experience. Contributor to Hugh Johnson's Pocket Wine Book, Jancis Robinson's The Oxford Companion to Wine, The World Atlas of Wine. Author of The Wine Route of Israel, Wines of Israel.

COVID 19 IN ISRAEL 20, 21...

Israel is a small dynamic wine market. When the Coronavirus hit, we all thought it would take a month of discipline, listening to the in-

structions and then we could get back to normal, leaving Covid 19 behind us. However that was not to be.



The on / off nature of closure and semi closure has been disastrous to the on premise market. The restaurant industry has been decimated and those professionals employed have been left hanging, forgotten by the government. I imagine the long term results will be lots of closures and unemployment, but as is always the case, new initiatives will rise to take their place.

The result of this on the wine industry has been surprising. One would think that those stuck at home without a regular income would consider wine a costly luxury. What has happened is that more people are drinking wine at home and wine has become more integrated in the domestic routine. This is a benefit of Corona. People are buying in supermarkets, maybe lesser expensive wines and maybe looking for known brands, but the upward trend has continued throughout the Corona months.

Furthermore, there is a greater culture for buying online. Wine has always lagged behind food in this area. As more consumers are making their supermarket purchases online and it includes a new realization, that wine purchases may be made online too. There have been a number of new start-ups offering wines online, and the customer buying on line has plenty of new options to consider.

In terms of education, wine professionals have had to become used to communication via zoom. More podcasts, virtual tastings or wine webinars have taken place than ever before. The wine trade has to gear up to do this

more professionally. It is not enough to be an expert any more. The interested wine lover is spoilt for choice. They are being swamped by options, so only those offering something extra will stand out in the crowd. The wine industry has always been very conservative, slow to adopt and adapt to communication technology. This will have to change.

As far as wineries are concerned, the larger wineries are making hay and the well-known brands seem to be benefiting. With regard to the finest small wineries, they tend to have the image and customer base to withstand the loss of sales in hotels and restaurants. For all the wineries caught in the middle, and this is by far the majority, Corona has been catastrophic. They have reacted by introducing online wine shops, heavily discounting, but everyone is doing it and it is not enough. Obviously the tourism market has been hit greater than any. Israel, particularly Tel Aviv, has become a culinary venue of interest, and wineries have been becoming more geared to tourism in recent years. All this has stopped. Wineries that depend on cellar door sales have had this source of revenue cut off since the beginning of Corona.

In export markets Israel has made some progress in marketing itself as an Eastern Mediterranean wine. I fear that with a consolidation of those wine regions considered exotic and not essential, Israel will regress again to be considered part of Kasher in those countries where this market is the dominant vehicle for wine sales. Again the larger brands and the



Wine shop at Jerusalem's Mahane Yehuda Market was shot by Luboš Bárta

best of the smaller ones continue to export. Those where the import is optional and not essential, are not being ordered. To summarize, those wineries dependent on HORECA, export or cellar door sales, have found a large part of their potential sales cut overnight.

The essence of the market has shifted to the home. Here the woman is purchasing more of the family wine than previously and becoming more dominant in the buying process. More wine marketing should be geared to them, and less to men only. Online purchases have increased. I suspect wines like rosé, the inexpensive sparkling wines and semi dry wines will continue to increase in sales. The move to different packaging has barely arrived in Israel. However I expect cans, tetra packs and in particular wine boxes to arrive in Israel as wineries look to innovate and consumers look for easier and alternative ways to enjoy wine.

Top kosher winemaker and musician Itay BenHaim



The contact of wineries with the end customer will need to be developed far more. Wineries will need to develop real customer clubs, with interaction with their data base to create brand loyalty and interest. There are no short cuts. Direct customer sales, cutting out the middle man has to be the way forward. Those wineries that have invested in direct sales over the years, have seen the benefit this year. Those who have not, need to play catch up.

However, for those wine lovers, who enjoy to talk about wine as much as drink it, and love to share their experiences, this continues as before via social media, uninterrupted by Covid. The most salient evidence that life goes on is in the vineyard. The grapes ripened as usual, the harvest took place and wine from the 2020 vintage is being made exactly as usual. Despite everything we are used to being juggled and maybe changed forever, the basic wine cycle goes on unaffected. ♣



ROMANIA

Valeriu Cotea

Professor at Faculty of Horticulture, Ion Ionescu de la Brad University of Agricultural Sciences and Veterinary Medicine of Iasi, former Rector of the University. Knight of the Romanian National Order of Faithful Service (Ordinul Național Serviciul Credincios). Chairman of the OIV Commission Oenology. International judge and OIV competitions observer.

Clearly, once the pandemic started in 2020 and the resulting restrictions were put into place, consumers' behaviour changed. In Romania, the majority of wine consumption was registered at different public events, so, clearly, it was in free fall. The silver lining was online sales and supermarket chain buying. Also, exports of Romanian wine to northern countries like UK, Lithuania, Latvia, Estonia etc. almost doubled. I am positive that the Romanian wine sector has gained some new friends in the pandemic era.

Even if the social part, probably the most important part in having a glass of wine with friends at a wine tasting with a real, live sommelier, is absent in drinking at home, I remain an optimist. Humans are social beings and will always be thirsty for interaction, but, in the long run, change is good and technology (be it online sommeliers or the online ordered weekly wine basket delivered on your doorstep) is the future.

In my opinion, the COVID-19 pandemic will not affect present vineyards and grape varieties directly, at least not in Romania. However, it is my strong belief that vine growers will soon start using lesser-known national grape varieties, easier to manage from a technological point of view. Moreover, vineyard mechanization will gain momentum, as human labour is less and less represented. For the time being, Romania does not use interspecific grape varieties. Indeed, it is countries like Germany, Italy or Sweden that led the way in this direc-

tion. It is possible that in the near future, due to a common declining workforce, PIWI (fungus-resistant vines) will enter the Romanian system.

Customers have started paying more attention to organic foods in general, therefore some will accept paying a higher price for biodynamic wines. For the moment, Romania has some bio and biodynamic wines, most being produced in the south eastern part of the country, where the climatic conditions are favourable for this type of culture. At present, big supermarket chains have started organising special aisles specifically for organic products, while more and more campaigns salute their benefits. The consumer thus becomes familiarised with these foods and understands that bio and biodynamic mean respect for nature and the environment.

I believe, in Europe will there be enough workers to cultivate the vineyards, when the countries and EU close the borders and the workers from Portugal, Poland, Bulgaria, or Romania stay at home? Less and less hands-on-deck in the vineyard has been expected to happen, as the common risk of worker turnover is very high. At present, there are more and more Romanian workers returning home, due to COVID-19 closures in the rest of the EU, therefore, in the near future, there should be no issues in recruiting temporary workers. However, all the big wineries in Romania have started using mechanization for pruning and harvesting, especially for bulk wines. ♣

VOICE OF THE BIGGEST ONES



Stephanie Gallo

Stephanie Gallo was born and raised in Modesto, California. She spent her young adulthood learning from E. & J. Gallo Winery's founders – her grandfather and great uncle – about their passion for making and selling wine. Now, as Chief Marketing Officer and a third-generation member of the world's largest family-owned winery, Stephanie carries her family's enduring vision to make wine a part of everyday life.

E. & J. GALLO

As a global wine industry leader, we are focused on winning new friends for wine. That means making wine accessible for all and being there for all moments – not just the traditional celebratory moments. We have assembled a world-class international and domestic portfolio of fine wines to meet the increasingly complex and growing needs of our consumers. We know many consumers enter the wine category through brands under \$11. With Gallo's portfolio of brands, we can really expand our reach to bring in new consumers and a more diverse consumer audience which is beneficial and impactful for the industry overall.

Though many consumers enter the category with commercial wines, because they are accessible, once they are in the category, they may begin to explore wines across different price points including premium and luxury categories. Over the last decade, we have invested in premier wineries and prime vineyards to expand development of our premium and luxury portfolio and to meet consumer needs.

While we continue to invest in our premium and luxury businesses, we see a tremendous opportunity to bring new consumers into the wine category. Without a broader industry effort to be more welcoming and expand wine's consumer base and occasions, interest in commercial wines will decrease.

Our purpose is to serve enjoyment in the moments that matter. We have had to innovate and ensure that we are meeting consumer needs. Consumers are becoming more aware of food packaging innovations and are increasingly making purchase decisions based on package attributes. Consumers often simply want to enjoy a single glass of wine, so the 750ml package can sometimes be a barrier. **Therefore, single-serve packaging formats — such as cans, 375ml half-bottles, three-liter boxes and RTD (ready-to-drink) — are incredibly important as we look to win new friends for wine and provide our consumers with more dynamic options in smaller formats.** Bag-in-box wine will also increase due to its winning combination of great taste and value. As for plastics, unless good recyclable plastics with strong O2 barriers are developed, it will likely decline.

Online/virtual experience will continue. We feel by leaning into virtual activities and experiences, we have been able to better connect with our consumers around the world. There is a link between experiential events such as online tastings and e-commerce. Ensuring that we can integrate e-commerce into our virtual activities is key to ensuring future growth. We anticipate continued growth of digital purchasing and alcohol delivery, a channel that

is actively attracting new consumers. Approximately 17% of Americans are ordering alcohol in this way for the first time. Consumers have embraced the ease and flexibility of this channel, and we anticipate this behavior will continue.

As a family-owned and multi-generational company, we are committed to getting through this challenging and difficult time together. We are relying on our foundational messages, adhering to our company values, and reinfor-

cing the unique qualities we know our consumers are looking for our brands to provide. By staying true to your core values, ensuring your employees feel valued and that their work is meaningful and by keeping the consumer experience top of mind, we will get through these difficult times together. We are honored to keep our consumer's glass half full and look forward to a time in the future when we can all gather around the table together and share in celebration. ♣



Stefan Doktor 

Managing Director of the legendary Schloss Johannisberg, where true Rieslings are crafted in Germany's Rheingau. Stefan was born in Slovakia where he completed his hospitality education. He's holder of "Diploma in Wine & Spirits" from the Austrian wine academy in Rust and the Wine & Spirits Education Trust in London. Stefan began his career at Schloss Johannisberg in 2008 as Sales Manager. His passion for the estate and its wines drove him to his new position as Managing Director since 2016.

SCHLOSS JOHANNISBERG

Schloss Johannisberg is a castle winery in the village of Johannisberg located west of Wiesbaden, Hesse, in the Rheingau wine-growing region of Germany. It has been making wine for over 900 years. The winery is famous for discovering and being the first to produce late harvest wine. It is a part of Dr. Oetker, a German multinational food and beverage company group, where Schloss Johannisberg is a diamond in the crown of over 30 wine, sparkling wine and champagne brands from the whole Europe.

For Riesling wines is typical the shape of the bottle – the „Schlegelflasche“. The Schlegel bottle is a core identity for Riesling. It makes sense if we can associate certain bottle shapes with defined types of wine. It makes the purchase decision easier, at least subconsciously.

Anyway - change and enhancements are the only constants in the universe. So there is no point in trying to suppress it. In the end, the consumer decides anyway. And yes, we at

Schloss Johannisberg are also open for changes. However, an „Orange Riesling Sylvaner“ is out of the question.

The pandemic has of course affected the work of our winery. We had to rethink a big part of our usual processes. But we have found out that a lot of things are not only possible to handle on a different way, but sometimes also easier - when you are forced to do changes.

And what remains in the future? We will have to take risk into account in our planning. ♣



THE VOICE OF SMALL ONES



Annemarie Morse

Wine Educator, Writer & International Judge. Annemarie was born in Germany, moved to New York early in life and now lives in the Finger Lakes wine region of New York. She has a Master's degree in Oenology from Cornell University, worked as an Assistant Winemaker and is a trained member of the Cornell University Sensory Evaluation Panel. She teaches wine education and has managed a wine judge certification program.

FINGER LAKES

The Finger Lakes area in Upstate New York is an area of small family wineries, although in the town of Victor nearby Rochester is also home to the global giant Constellation Brands. Annemarie Morse did a little research and asked even the most famous of the local winemakers, Fred Frank, the 3rd one in the generation of owners of famous Dr. Frank Winery, which stood at the very beginning of Vitis Vinifera cultivation in this area.

Shortly after we first felt the impact of Covid-19, April 2020, I reached out to winemakers in the Finger Lakes region of New York and asked them how Covid-19 was affecting them. There was so much uncertainty about what the year would bring and if they could tend to the grapes, harvest them and sell their wines.

Fortunately, our governor believed that the wine industry was an essential business here in New York. Therefore, they were allowed to keep on staff to help in the vineyards, work in the winery, help with online sales and shipping, harvest, etc., all the things they needed to continue to be successful.

Through it all, there was hope and a sense of supporting our local community. Now, almost a year later and I have contacted some of those same people to determine where we are today. Many have expressed lots of hope and support from the community and their customers. They have come through 2020 in a much

better way than they thought possible. Wineries were flexible and adjusted, making it easy to purchase wine online, reduce shipping charges, incorporate reservation systems and arrange tastings in a way that enhanced the tasting experience safely. Flights of wine and food would be brought to tables, creating a more intimate and personal tasting experience. Customers didn't mind paying a higher cost because the experience was enhanced. More customers wanted to learn about the wine, enjoy the quality of the wine and the experience rather than imbibing in quantity and moving on to the next winery. They also spent more money on purchasing wine, appreciating the experience, the story and quality of the wine, the location and people.

We were also extremely lucky that Mother Nature was on our side. The weather in 2020 was amazing, the spring and summer were filled with many beautiful, warm and sunny days. This allowed people who had been stuck inside to safely enjoy the beautiful weather, with lovely views and memorable experiences. There was a new customer base for wineries in the Finger Lakes, people who would normally have travelled to Tuscany, Bordeaux, South Africa, etc. were now exploring the wine country closer to home. The Finger Lakes, a rural community, full of natural beauty and the great outdoors offered a safe get-away from their homes in the cities of New York and Philadel-



phia. These were people with more expendable income and they bought wine. In regards to winemaking, the weather of 2020 is being celebrated by many of the winemakers here. Many believe this may be the best vintage for the Finger Lakes ever.

Looking forward in 2021, wineries have embraced technology and can now offer a better online experience. Many will retain the reservation systems, making it their new norm. With reservations, they can elevate their game, better manage expectations. When customers reserve, the winery staff will know how many people to expect, and gather more information like, returning or new customers, are they bringing their dog and therefore customize the situation and not have staff overwhelmed. These better connections with customers also allow for „geekier“ product opportunities like wines produced with specific clonal selections of Cabernet Franc. These wines demand more of an explanation and educational opportunity which the new tasting experience can embrace.

Not to belittle the negative and tragic effects that our country, state and people have felt from this horrible disease, it is comforting to hear some positive news and be happy in the knowledge that our local wine industry made it successfully through 2020 and is moving forward in 2021 with new hope and improvements to be better than ever.

To support my thoughts, I asked Meaghan and Fred Frank for some direct answers:

What should the wine producers change?

„There will be a renewed culture of ordering wine online with even older customers being comfortable with this process. The TTB has allowed for wineries to use different size bottles like 187mL which has been popular. Restaurants are allowed to serve wine and cocktails to go which hopefully will stay.“

What new to do and what better to stop?

„At Dr. Konstantin Frank Winery in the Finger Lakes (NY) we created a new progressive wine tasting experience that takes groups throughout the property to explore different themes like the vinifera revolution, traditional method sparkling winemaking, and winemaking and taste along with these themes. It was a one-way flow of traffic that ended with contactless order and pickup. Our check values doubled though we saw about 1/3 of our normal traffic.“

Will there be in the future more interest in cheap or expensive wines, in standard or organic production?

„The “household name” wine brands are having a moment right now because consumers want to buy brands that they can trust. Our less expensive Salmon Run line of wines has boomed during the pandemic and we are thankful that owner Fred Frank developed the brand over 30 years ago.!

Will the market put more emphasis on price or quality?

„The price/quality ratio is more important than ever. Consumers are looking for nice packaging, good quality wine for a reasonable price.“ ♣

CZECH REPUBLIC

The Czech Republic produces about 0.25% of world wine production, which covers approximately 1/3 of the wine consumption of 10 million inhabitants of the Czech Republic. The wine industry in the Czech Republic is not large, but it is focused on quality and variety. It enjoys the great respect of the nation, also because it has remained largely in the hands of Czech owners.

How did Covid-19 affect the production and consumption of wine in the Czech Republic? Just out of curiosity:

The restriction of travel between countries has caused complications during the grape harvest, which for many years has relied on wine pickers from Slovakia and the countries of Southeast Europe. The harvest estimated at 90-95 thousand tons was above average, as was the quality. Czechs value their traditional winemaking, so thanks to various social initiatives and challenges, people who usually just drink wine participated in the harvest. Some of them spent their holidays in the vineyard for the first time, so the good harvest eventually got into barrels and vats.

„September and December were the most successful months of the year for Znovín Znojmo. We can be satisfied with the last year's numbers,” Pavel Vajčner, the director of the company, said in an interview. *„Sales in hotels and restaurants **dropped to 10 to 20 percent** last year, but our segment of physical customers, our fan club, bought a lot of wine, so it substituted the income from closed restaurants.”*

„The current trend is to spare. Consumers are turning to cheaper products. The current situation with COVID-19 only supports this,” confirms Martin Půček, the Executive Director of the Czech Winegrowers Association. The president of the association, Tibor Nitray, also thinks that about a fifth of customers decide on the basis of price. *„However, the part of consumers that we call “educated” is willing to pay for higher*

quality even when it comes at a higher reasonable price.”

The general view of the wine industry is picturesque cellars with old barrels and a family atmosphere. Tomáš Šupa is the owner of large wineries Mutěnice, Neoklas Šardice and VINO Pezinok: *„However, most of the production takes place in large wineries, such as ours. For those who focus more on gastronomy, last year was a disaster. We are better off because we make most of our sales through large sales networks. We are important partners for small wine-growers during the crisis, because we buy their grapes and wines from them. Last year, we bought a record quantity of grapes from dozens of smaller growers. So we provide them with cash flow.”*

Losses in the amount of several millions CZK associated with Covid were caused by the government's ban on folklore tasting events typically associated with grape harvest. For example, organizers of the Pálava Grape Harvest Feast, usually visited by over 50,000 visitors, had to delete it from the calendar for the first time in 72 years. Znojmo's Historical Grape Harvest Festival attracts up to 100,000 visitors and the square and the streets, usually full of stalls and music became abandoned.

In addition, according to economists, the price of wine is expected to increase during the rest of the year, which will only intensify the trend towards cheaper wines. *„Wine lovers drink it more often at home, which plays into the hands of larger producers who have a better managed distribution,”* Lidl economist Iveta Barabášová says.

„Even the smallest are helped a lot by the original Czech project Our Bottles / Lahvotéka. A group of young people has programmed a virtual marketplace and provides individual “stands” for winemakers as an easy-to-manage i-shop,” winemaker Jiří Maděrič praises. *„Thanks to them, really everyone can sell their wine online.” ♣*



Ntsiki Biyela

spelled (En-tee-kee Bee-ye-la), is South Africa's first black female winemaker, Already a legend. She is the first of this profession in the country, who knows if not in the world, she was the first featured on CNN and in Forbes and in BKWine Magazine and in the Czech SOMMELIER Magazine etc.

BLACK MAGIC WOMAN

When Ntsiki was born in a Zulu village, Fleetwood Mac's record Black Magic Woman was a hit for ten years already, and Carlos Santana's psychedelic version sounded in clubs worldwide.

I came from the province of KwaZulu-Natal, and I owe my grandmother everything. That I was able to go to university, that I was accepted there, that I received a scholarship, and that I was able to complete it successfully is all due to her. I didn't know the language, and I didn't know the culture, which made the studying much more difficult. I had no idea that wine existed! I applied for a scholarship that said if you study winemaking, we'll pay for it. And I knew I wasn't going to go back home. It wasn't just that there weren't any Black women; there weren't many women in general. When I look back to when I was a student, I was sent to a winemaking seminar, and saw only one other woman, it was really scary. In my mind I thought, well, at least there's one other woman here, but it turned out she was working the registration desk! It freaked me out, I didn't feel like I was supposed to be there, and other students took notice asking daily "Why are you here?"

She started at Stellenbosch University in 1999. In 2004 she started at Stellekaya Wines in 2004. At Stellekaya, Biyela quickly rose to the top of her nation's wine industry, winning South Africa's prestigious Michelangelo award for her inaugural red blend, and Woman Winemaker of the Year in 2009. Ten years later she launched Aslina Wines,



named after her beloved grandma, a self-funded venture in Somerset West where she makes award-winning Bordeaux blends, Chardonnays and Sauvignon Blancs. The Aslina label depicts an African calabash drinking gourd filled with grapes, the image in homage to her native village.

I make wine that talks to me. I believe there are people who are crazy like me and are going to enjoy the same things that I do; as people, we are the same but different. I used to specialize in red wines. But when I opened my own winery, I started working with whites as well. Now, I have four wines that are remarkably diverse, but each with a distinct house style. It's about what excites my palate. When I look at the Chardonnay that I make, I generally blend the cold climate and warm climate fruit, because I like both characters and the combination is better than either

Stellenbosch, South Africa



on their own; I don't like wines that are too bold. What I have realized is that I've inspired women to say to themselves that they can break through into industries where they were not traditionally welcome.

What was the moment when you really knew you had "made it"?

When I finally had retailers coming to me asking for my wines, rather than me having to go knock on their doors.

What changes has coronavirus brought to the South African wine industry?

The major companies have cellars full of unsold wine from previous harvests and 2021 harvest is already starting in the South hemisphere. South Africa is a growing country, and I think even though it's difficult now, I am positive things will shift for the better. Covid-19 forced South Africa to move fast towards technology when previously we were taking things slow, so there is positivity even in the darkness. I do see a lot of innovation, and new grapes coming up, there's more experimentation now, looking at the ancient ways of making wines and bringing them back. Those traditions had long been abandoned, but now we get to see how it works in the current situation. It is good, but at the end of the day you learn winemaking is winemaking and you have to do the hard work – it's the same as when you are cooking, there are no shortcuts.

The lockdown and ban of selling alcoholic beverages in South Africa was hard for all of us, but the infection rate is slowly coming down, and this means there will be less pressure on the hospital trauma units. I believe alcohol does add to this so, the ban had to happen to reduce the infections and the pressure. I do hope that as hard as it maybe, producers will keep fighting the good fight to get through this and continue building.

What projects are next for you?

I am not focused too much on the time of the pandemic, I just hope it ends soon. Instead I look ahead. The current mission is on growing Aslina to be a trustful International brand and to try and achieve a home for Aslina. Aslina doesn't have a home currently—I mean what the peo-



ple understand the winery to be is more of a visitor center. Our biggest markets currently are the U.S., Japan, and the Netherlands, but we're building up Canada, Ghana, Swaziland, and Taiwan. My goals are now more about helping others fulfil their dreams while I'm continuing to build my own brand.

Her wines are magic. Black magic woman! ♣





THINK MARKETING



Leoš Bárta 

Mgr. Leoš Bárta, LL.M. (my namesake, but not any relative) is a creator of customer and value-oriented companies - business, strategist, coach and consultant - author of the book called „Sami v moři konkurence“ (Alone in the Sea of Competition, Albatros 2019) - author and moderator of the 100-part broadcast called „Byznys poradna“ (Business Counseling, Czech BBC broadcast on Radio Zet 2018 - 2020) - University and MBA pedagogue - lecturer of more than 1000 open and tailor-made workshops and seminars... Find more at www.leosbarta.cz

If nothing goes right... what to do? How to survive among producers like you?

I don't know a better way of thinking in the market and thinking when running a company or a project, than thinking in terms of marketing!

Why?

Because marketing, the real, strategic, wise marketing is no deception, no lie and no empty talk. Real marketing is nothing less than the best, most effective way of self-management - managing a company, a product,

a brand or anything else - everywhere, where we are not alone. If we were the only one of our kind on the market, we wouldn't need any marketing because we would be the best. Automatically. With no effort at all.

Unfortunately, others just as good as us or even better enter our living space. And even more competitors will come. That's why marketing emerged - so that we are better than others, better than the competition.

And then an enemy named Covid-19 was born. It is not set on companies, products, services and brands, that's not the case. However, because we are afraid of it and the state and the system are afraid of it even more, this invisible opponent has managed to do something miraculous - it has endangered our business and endangered our future in the market. Not for everyone and not equally for everyone - but it has hurt everyone and it doesn't end here.

It has always been said that there is no better friend than a strong opponent. At least that is what they teach in martial arts. And the market is nothing but a battlefield.

A SMALL LESSON OF GREAT IMPORTANCE

That's why I wrote this text; so that I can train you a little with a few dozen lines. I did not want to be a wise guy, give away princely advice or repeat theoretical lessons. With this text, I wanted to teach you a little, have a little fun and most importantly - teach you a few tricks you will find handy. That is, if you follow them. If so, I did not live those 5 hours which I spent by writing the text, in vain.

May Covid-19 perish with a miserable death, may Czech and Moravian winemakers survive and live forever! Leoš Bárta.cz wishes that for them as well as for himself.

So now, let's get to work!

THE BRAND IS THE BEST FRIEND

If we - everyone, you and I - have reserves in something, then it is working with our own brand. I also have my own brand, which is my name; you have your own brands, which often include the word „winery“. However, right at the beginning, I want you to understand that a brand is not a logo or a word, a brand is a living being hidden behind the name of your company, behind your round or square logo. I really don't care about the name of your winery, whether it has a vineyard or a bottle in its logo, whether the logo is red and written

in old letters or in modern computer fonts. I don't want to sound unpleasant, I just want to emphasize that none of it really matters. People will get used to any word, any shape and any picture. It's just makeup, a mask or a dress for the being that lives behind the logo. That is, if the being really is there. In fact, only about 3 percent of small and medium-sized businesses in this country have a brand that is done well.

But that's great news for anyone who really wants to make the brand well! Such a wine-maker will be one of the few, automatically becoming better than the competition!

And if all of you get down to it, you will gain new strength as a whole, as a field, as a recognized quality of Moravian wine, Moravian Slovakian wine and Mělník wine; you will be able to build a common wall of all imported competition. Like Swedish steel, the Swiss Guard or Scotch whisky.

You know, that living being - if you really make it a living being - will help (you and your customers) to identify and understand who you are and what you are. The brand will tell your customers what your nature is, what the nature of your difference is, what your story is, what the values on which your company stands are, what the way of your thinking is, what your opinions are, etc.

Imagine being on a stage full of actors, with no one telling you what role you play or even what character you represent. A full theatre hall, everyone is looking at you and the other actors and what about you? You don't know what to say, how to say it and how to behave because you don't know what your role on stage is. All you know is that you have to play but you don't know how, what and why. What are the chances that the audience will like your character and role? What is the chance of you doing the right thing on stage?

Well, that's exactly how it is with the brand. If established, you act in your own play - different and if possible, better than other actors and then you get the applause. When the

brand is missing, you don't know what you are, you only know your name and the name of your company and that's really awfully little.

A living brand - if well-built - will also show you one half (the other half must be done



by a good business or marketing strategy) of what makes you distinct from other wine brands, so it will help you distinguish yourself from the sea of winemakers competition. And to be different and distinct from others means to survive.

You know, in the sea of bottles on store shelves or in the sea of competing websites, you can, of course, differentiate yourself with colour, image, writing or any other „shot in the dark.“ But damn, that is not enough. If someone buys wine according to a nicer label, it is not because he or she is a bad connoisseur of wine, indifferent or even a stupid customer.

It's about the fact that the given wine bottle manufacturers can't tell the story of their difference in such a way so that the customer

” You make great world-class wines - so what? That's what I expected; I take it for granted. Can't you offer me anything else?

Leoš Barta

knows: this value is hidden behind this bottle, this story is hidden behind that bottle and this or that experience is hidden behind the third bottle. If you don't pay attention to the brand, then you produce - forgive me my impertinence - a commodity. Regardless of the quality of the grapes, the terroir or the ripening time, it is only a commodity. However, wine deserves more than that.

STOP, SO THAT YOU CAN SET OUT IN THE RIGHT DIRECTION

If you're saying to yourself right now: „*Sure, I'll make a good brand, why not but how to do it?*“ - you're heading in the right direction. There are other questions waiting in the line: And do I have to invite a specialized agency? And will it cost 150 thousand Czech Crowns (CZK)?

The truth is that a truly professionally built brand is usually the result of the work of brand masters and that such work has its costs. In my case, the amounts range from 80 to 150 thousand CZK but many agencies that make brands as well as I do, invoice amounts even in millions. Let's forget all that now. A brand for the needs of good marketing can be, so to say, home-made but still purposefully created.

Take a piece of paper and a pencil and dedicate an hour or two of your time - feel free to have two or three glasses, it doesn't hurt - to completing this „questionnaire“ truthfully...

First, ask yourself: *What's my story, do I have one at all? And if so, is it a true story or just an „event“? Is my story interesting enough to tell it a hundred times over and over? Is there poetry, philosophy and joy of life in the story?*

If so - then write that story down. However, be careful not to make it longer than half an A4/let-



ter size blank page. Maximum three quarters!

In the second step, you will define your own specifics, competitive advantages and values of your brand. What qualities do I, my winery, my employees have? What makes my company (under the word „company“ imagine not only the organization but also the vineyards, human resources, knowledge and experience you have, etc.) great or even better, unique? The list could be called *„What I do best, better than others.“* Write down everything you can think of and what may make sense, even if it initially looks like something unimportant or silly. It would be ideal if you come up with at least 10 meaningful items.

But for God’s sake, don’t write things that everyone thinks of themselves; don’t write words like „quality,“ „tradition since 1992“ or „customer care.“

These are - I am sorry to say - clichés that mean nothing anymore - because everyone says that about themselves and therefore no one perceives it as a value, as something extra or as something that can make you different. You make great world-class wines - so what? That’s what I expected; I take it for granted. Can’t you offer me anything else?

The third part is also great fun. In professional jargon, this is called „defining the brand’s personality.“

The idea is to write down what could be the qualities of the person who would be the „face of the brand“, the organism behind the logo. If your brand became a human or even an animal from Aesop’s fables or a fairy-tale charac-

ter - what would it be? What qualities would it have, how would it think and how would it act? Which of the actors or characters from the books or movies would it look like? Does it sound silly to you? It’s not! A brand, a good brand **MUST** be expressible by personality characteristics, so that it can be somehow „depicted“. It’s not about the character of a winemaker or the seductive beauty from a wine advertisement; it’s about the customer feeling the relationship with the brands - and the relationship can only exist between two people or a person and an object that is considered a partner. The aim is not only for the customer to perceive the sympathetic faces of business owners or experienced cellar masters behind your brand but for the entire company brand to say either *„I’m the same as you, the customer“* or *„I’m different and that’s why we work together so well“*.

When you clarify all this, you can start thinking more in the terms of the brand than ever before and most importantly - you can start communicating your values, your stories and other principles of your brand to the public much better and behave accordingly - in a newer, more interesting and different manner. And you don’t have to change your label; leave that for better times. Start, for example, communicating more in the brand’s manner with your customers... e.g. on social networks!

WINEMAKER AT A DIGITAL VINEYARD

The reason is not that it is cheap, cheaper than advertising in a magazine. It’s not that because some phony expert advises: go to Facebook. It’s not even because everyone is there, as people often say. The main thing is that there are so-called “Millennials”, people from the generation called Y, people who are currently about 18-30 years old and who will rule this country, the world and most purchasing decisions in the coming years.

Generation Y is specific in many aspects. It likes to buy branded goods, it wants to feel independent, it requires a more personal ap-

proach, it likes stories and the most important thing for us at the moment is that of all generations and target groups, it uses the Internet and social media or networks (which is not the same) the most.

Even for this reason alone, it pays to spread the image of your own brand and the quality of your products in the digital world. I won't advise you on whether to have a channel on Facebook, Instagram or both. I won't even talk about other social networks. I will just remind you what you have known for a long time - people want to talk about wine, they want to learn about wine as much as possible, they want to become wine connoisseurs, experts and authorities in their own eyes (and in the eyes of others around them). Wine is currently understood by many target groups - and by Millennials in particular - not only as a product but also as a symbol of their social status. But beware - Millennials do not want to show that they can afford it, because they drink expensive (i.e. high-quality) wines. They want to show that nothing natural is foreign to them, that they consider wine to be a bearer of stories, that they understand individual varieties in all their differences, etc. It is therefore our duty to give our audience what they want so much: a regular opportunity to read, listen and discuss wine. So, you have your audience and stage ready for free, so how do you handle your role?

How about creating your own wine „chat“ - whether in the form of a vlog, i.e. video or a so-called „podcast“, which is more and more „in“, i.e. a purely spoken blog, audio without image. People enjoy watching or listening rather than reading. So, what about setting up a regular „broadcast“ about wine, about your vineyards, about your wines, about varieties, about production, about interesting things from the world, etc., on some social networks? Don't you have all this information, knowledge and experience in your head? Would it be a problem for you to make a video once a month, which is something either the youngest in the family could help you with

(they are really good at it) or something you can simply shoot yourself using your own laptop or mobile phone? Forget animations and God knows what else.

You are master winemakers, so wisdom and knowledge are expected from you at a table with bottles of wine and barrels behind you. No one will hold it against you that it is not an „action“ video - it is the content that is important here. Don't be afraid of social networks, you have something to say! You just need to make a small list of what you can talk about, what you can show people and teach them. Then you will create a so-called „editorial plan“ from this list in half an hour, so that you know how often you will create your content and how the content will change during the year, so that you are not boring and monotonous. Just remember how many different forms the winemaker's year has and how many different activities have their place in it!

ADVERTISING IS JUST LIKE WINE

Do you know what advertising and wine have in common? Creating one or the other requires a process. And do you know why there are so many stupid advertising campaigns all around us? And why their effectiveness is often completely disproportionate to the money invested, i.e. poor? It is because of sloppy preparation. Don't worry, I won't teach you how to advertise here, I'll just train you a little when it comes to your way of thinking.

First, let's agree that it's not possible to avoid advertising. Even those who think that they do not advertise, make some advertising. Those who think that they will survive without advertising are wrong. There is a little joke told about advertising but it's more a reflection of reality: I'd like to save 50% of my advertising budget but I don't know which one it's supposed to be. After all, it is said that only every second, maybe third or maybe fourth advertisement works. However, we don't know which one it is and will be.

I will not remind you of what you have known for a long time. Any advertising activity, even if you just want to put an ad in a magazine, is based on the process.

And each process has its phases. Let's take a brief look at them, you don't have to memorize them, just realize how wisely the steps of the process follow each other and that each of them has a place in the process.

1. The brand and its identity is the basis of everything. We've already talked about it. If you don't have one, create it first and then start with the first ad, not the other way around. The brand gives us space but also borders. Advertising is a showcase of the brand and you surely don't want to have your showcase empty.

2. The next step is analysis. What do they know about you? How do they perceive you? What do they love about you and what bothers them? Do they already know the new product? Have they already seen it anywhere? Which of the product's features is the most important and which is not a selling argument at all? And there are still a thousand more questions waiting...

3. Who is the „target“ of advertising? Whom will I approach? What are they like? Are they young, reflective, thrifty, always ready for action, are they simple-minded and are they still unfamiliar with wine? This is a phase that we will look at in more detail in a moment - the so-called "segmentation phase".

4. What should be the goal of advertising? Does advertising increase sales by 10% or brand awareness by 52% by the end of the year? What should people think and feel after seeing my commercial for the first and the tenth time?

5. What will be the advertising message? What do I want to say and what should they remember? We will also talk more about this phase in a moment.

6. A communication strategy. Every advertisement, even a cheap one, deserves some thinking and a proper strategy. At this stage,

we think about HOW to deliver our message to the respondents.

7. A creative concept, i.e. what idea, plot or story is it going to have? What am I going to hide my message behind? Will I use Morse code or a photo of a beautiful model in the vineyard to deliver the message?

8. Media planning and purchasing. This point applies to you if you want to implement your advertisement on your own, not with the help of an agency. But make sure to remember that we choose the medium according to the price for advertising time and space (can I afford this price?), according to the ratio between the money spent and the number of people approached and also according to the degree of suitability of the medium to the target group (do rockers read a brass music magazine?).

9. A tactical plan in order to know when and what should be drawn, shot, ordered, started, ended and evaluated. And also, to see how and what is connected, what is based on what and what are the important mutual relationships.

10. Evaluation. Goals met. The winemaker got rich and everyone in the country knows the winemaker from now on. The agency can therefore get paid.

WORK WITH TARGET GROUPS JUST LIKE SHERLOCK HOLMES

Now let's take a closer look at points 3 and 5, the majority of mistakes is usually made there.

Point 3, called "segmentation" in technical jargon. Segmentation means that we choose the target groups for our advertising, i.e. such groups of people which should be impacted by this advertising. I know you can tell me that you want to approach everyone with your advertisement (especially when it's so expensive) but that's not how it works. Let everyone buy your wines, I agree, I would also like to work for all winemakers in the country... But your advertising is not meant for everyone. You want to satisfy everyone with your offer but you can't approach all of them with your ad. That's

why we create one ad for one target group and a different one for another target group. That is why we have one button „For Professionals“ and a second button „For Romantics“ on our website.

Segmentation means working with target groups - we select them, look for them, focus on them. This activity is absolutely crucial for the further effectiveness of our business or marketing. It is similar to archery: if you don't see the target, you can't hit it; if the target is too far, you can't hit it; if you don't have a strong bow and a good arrow, the target won't be hit, even if it's close, etc. Without determining the right market, without selecting a suitable segment and without hitting it, there will never be any business. Nor will there even be an increase in the awareness of your brand. You will not only spend your advertising money in vain and lose it but you will also end up in red numbers - you will exhaust your sources, lose time compared to the competition, etc. A million wasted on approaching an inappropriately set target group is more than just a million wasted!

One of the mistakes we make in segmentation is that we work with the target group subjectively, in a distorted way, as it suits our brain and our nature. Whenever we say its name, everything is suddenly clear to us. A family, of course, I can already see it, I already imagine it, I already know what media to use and I already have a perfect slogan for the advertising campaign on the tip of my tongue. 3 seconds after saying the name of the target group, everything is clear. He seems suspicious to me, so he's a killer and that's it. I just made a mistake that Sherlock would never forgive me for - I am following my suspicions, following my assumptions, I'm starting to manipulate myself. I'm under the influence of my own theory hoping it will work out. That is a mistake. The right procedure is different:

- With the cold, emotionally empty look of a marketing detective, I first look for everything I want to find - first, I will describe the

target group so that it is the most suitable partner for my product. As if I were completing a jigsaw or puzzle, my product is one piece and the target group must fit exactly into it. This is what I'm looking for. This is how I think when I am a business-oriented company that already has a product and is looking for its customers. If I am a marketing-oriented company, I do it the other way around - I develop or look for the ideal product or service for the selected target group.

- At this time, I am not researching whether the target group really exists. Maybe I'll soon find out that the target group is fiction, a dream. In that case, I will have to be less demanding and find a different target group, not so perfect.

So, the first phase of perfect segmentation is: define the ideal. Draw a sketch of your „suspect“. The second phase - only now I can start investigating. Where they live, where they go to lunch, who they meet with, what they read. The third phase - when I find out more about it (for example, that it exists), I start to come up with a strategy and then a tactic to catch my target group. What trap will I set for it?

And only then, in the fourth phase, my people - in agencies or in the company - can think about whether I will make a new website, in which magazine I will place an advertisement and what kind of experiential event would be appropriate to organize at Wenceslas square. Only after all that. Never before. Never suspect anyone without investigating and strong evidence.

DO NOTHING UNTIL YOU KNOW WHAT YOU WANT TO SAY

In the 5th phase of the advertising creation process, we set the so-called „communication message“. And we don't know how to do it right; even many advertising agencies don't do it right.

The communication message is what is not visible, something „behind the advertisement“.



No client will ever see it written or hear it spoken. The communication message is what:

- you want to say,
- should be heard,
- what the respondent should perceive, read and feel from your words, pictures, colours and shapes on billboards or banners.

Behind the flower for a woman, there is often the message „give me a kiss“ or „sorry, it won't happen again“. There is no flower we would buy without wanting to say something. And the type of flower, the number of flowers, the colour, the decoration, the method of delivery, etc., helps us with that. That is why there are so many empty words and campaigns around us because companies often do not care about the setting of the communication message.

When setting a communication message, learn to divide it into 3 parts.

- In the first part you have to describe **WHAT** you sell, **WHAT** you communicate, **WHAT** you promote and it doesn't matter whether it is a product, service, company, brand, some new principle or a new idea. Write on a piece of pa-

per everything interesting, competitively inimitable, unique and great, what could be said about your product or company. Don't deal now with how many features and attractions you came up with; just make sure that these features are interesting, attractive and different.

- In the second part of the communication message, define **WHAT** your customers or listeners **SHOULD DO**, what you want from them, what you want to achieve. Don't be afraid to write the words on a piece of paper as you feel; it's 100% about the content, there is no form; write what you really want, your text will never be seen by anyone else but you, your agency, your copywriter and your graphic designer.

- In the third part, define the reasons **WHY** the customer should do what you want. The customer will do nothing at all just because you want it. The customer will only take action if he or she has a reason, when there is a reason **WHY** to do this or that. If there is a reason, even a miracle will happen.

Great, now you have to take target groups one by one but only those that are to be ad-

dressed by the campaign and adjust the communication message according to them - i.e. according to their specifics.

Of the 20 product benefits, only a few will suddenly remain, which is ok. The appeals in the second part and the motives in the third part will also change. That is right.

When you have its own, customized message for each target group, compare them. If they are completely different, you probably won't combine them into one campaign, it will be necessary to make more communication outputs. Don't worry, it doesn't have to be 4 campaigns. If the communication messages are similar, you can handle it with one campaign.

And who should create the communication message? You and the people of your company. But not graphic designers, not corporate marketing specialists and not advertising copywriters - they are not allowed to enter the process yet. Creating a communication message is a strategic creative activity; it is about creating pure content without any form. Non-strategists would subconsciously try to get you to the next step; they would already see pictures, future texts, scenarios. And that must not happen.

When creating the communication message, focus only on your work, don't do the agency's job, caring how it will all look and sound in the campaign. It is up to the agency to translate your message into verses or scenarios or photos and colours. This is not your job, it must be done by advertising experts.

Creation of the communication message is the cheapest part of the whole communication process. It takes a lot of work but it is free. It only costs the time of your own people.

If you say to yourself: „I won't bother with that“, if you skip this point, the creative will come, there will be suggestions as to what the campaign or one billboard should look like. But the creative will be based on someone else's ideas. And you won't know anything other than whether you like the picture or not. You won't even know if it's right, suitable, if it says



49 degrees of inclination make the vineyard of the Malli family in Kitzreck likely the steepest in Austria. The family business is located right below the highest wine-growing location in Europe in southern Styria. Good position for marketing!



anything. You will have no communication message through which you could find it out.

No advertising agency in the world should say the communication message for you. When it says it for you, when it proposes it instead of you, it won't be your message but a justification for its own suggestions. It's that simple; if your company leaves it to its agency to deliver everything - messages, creativity and implementation - out of your laziness or other motives, you have given up your right to co-decide on the meaningfulness and effectiveness of your advertising campaigns. Howgh!

TURN THE WINE INTO VALUE

What is the value, you ask. Value is the only thing your customer is really willing to pay for without regretting his decision. It doesn't matter what you produce or sell, the only thing I'm interested in is what value you provide to your customers.

When deciding on a purchase, each of us follows our idea about the value of the product, service, brand, company name, etc. And we decide:

- to buy goods to achieve and fulfill our values,
- to buy goods to reconcile our values with the values of those we care about, those we want to belong to (there is a reason why people say: I spend money I don't have for things I don't need to impress people, which I don't care about at all).

Value is a good thing. It doesn't have to really exist; some values simply can't be measured or photographed, so we at least imagine them. This is no delusion. Not even a scam. It's about emotions, stories, ideas, associations and feelings.

If you want to sell anything, a product or a service, you can do it using common sense, without much talk. Create a table first. Why a table? Because it will guide you and make sure you don't forget anything.

Let's make that table with 3 columns, ok? And you will write everything you can remem-



If you are lucky enough and you were born in a biblical place, you are more or less concerned with marketing. In the place of Christ's first miracle, the Cana of Galilee (Kfar Kana), wagons of heavy red wine are sold annually and then stand at home on the shelves for years. Cana Wedding Wine. Wine with a story.



ber about the product or service in it. You will do an analysis of its properties, its values. And be careful, you won't despise any, writing them

all there. Only then will you decide which attributes to use by upgrading them to values.

- The first column of the table will contain all functional values. For individual varieties or the resulting coupages, in short, for each type of product, write the most comprehensive list of properties, such as: taste, aroma, colour, variety and its properties, specifics of production, ripening time, terroir and anything else you can think of. Just remember, this part of the list must include „physical“ or if you want „real“, verifiable and measurable properties... Look for and find anything that can be photographed, measured, compared with others. Don't turn your nose up at anything, as you don't know what will come in handy yet. Try to find at least 10 such features!

- The second part of your table should contain anything meaningful in terms of emotional values. As we know, they do not really exist, we have them only in our minds, in our hearts, in our imaginations. But they sell. An axe, second, third, fourth. All similar. What is the difference between them? e.g. in the idea of the country of origin because an axe from the north must be better than the one that from the south. After all, watches from Switzerland are more accurate than watches from the Mediterranean. Ideas, stories, feelings, it all belongs here. Don't look down at the idea that you are writing down what seems to be nonsense. They are not nonsense but very powerful emotional attributes that often influence your customer's decisions much more than any physical property. Emotions and stories sell, as you already know!

- The third part of the table will contain the values of the so-called "self-expression". What will the product say for me and about me, what values do I profess? What do I want to say by the brand of the pants I wear, by the brand of the car I get out of, by the brand I use to shave my face with? Am I thoughtful? Responsible? Am I a tough guy or a poet? This part of the table is difficult to fill in, sometimes almost impossible. But try hard, you may find something that makes you different

from the competition in this part. One thing is that by drinking Czech and Moravian (Alentejo, Kakheti, Sancerre, Oregon...) wines, I say something about myself in the first level; in the second level, I define myself by choosing a specific variety or winemaker, even the process or responsibility of the production, etc. This is closely related to building a brand of individual wineries. The brand that does not have a real brand behind it may not be able to define anything at all in this part of the table.

And that's a pity!

And what to do next with the table?

1. Once you have completed the table, take the most important target groups to which you want to sell the goods and find out what values they profess.

2. Based on the target groups and their specifics, determine the value that will speak for your product.

3. If you have the courage, time and money, determine it for yourself and only then reassure the world that this is a value that has not been here before and that the world must want it and long for it. That's another way, even this is a strategy.

However, what is certain is that the value sells better than the best product. A value does not need a pleasing design or instruction manual.

Each of us imagines safety, beauty, help or wisdom in our own way. Each of us is different. But we all care about our values - by the way, we all have the same ones, just arranged differently - we all really care about our values. Much more than about the money we spend in order to achieve them.

So, don't laugh at those Miss Universes from American comedies. Their greatest value in life is world peace. Instead of laughing at them, convince them that it is your product that will make their value become reality. Do not laugh at the values and provide them. Only in this way will your wines be the best helper for a „valuable life“, for the life that each of us desires. Even the abstainers.♣

WHAT TO DO WHEN THE SHOW STOPS?

Yes, we all know, that the „Show must go on...!“ But what to do when, like last year and this year, all the fair gates remain closed, almost all the exhibitions were cancelled or postponed? This is exactly what we have asked some leaders of major agencies, associations or companies, that traditionally exhibit and represent their countries or wine regions.

Trade shows are effective tools for booking new business, maintaining current relationships with clients and keeping your brand strong in your marketplace. Most of them are b2b events. Generally trade shows like for example ProWein, are open to pre-registered trade visitors only.

But nowadays, some of the trade shows, especially those for consumer goods, food and beverages, are also open to the public. Exhibition organisers tend to open their trade shows to public visitors more and more.

The primary purpose of a consumer part of the show is direct b2c contact, sometimes also direct selling. Buyers (consumers) are brought together with sellers. Consumers benefit from a diverse product mix, expert advice, education and entertainment. Sellers benefit by immediate consumer contact, purchases, product and brand awareness, public relations, research and development, and product testing. A good example is WEINmesse Berlin: Germany's largest wine consumer-fair. The ticket gives wine connoisseurs a chance to taste up to 5000 wines at no extra cost!

But not now.

Will be next year the better one? ♣





Chris Yorke

Since I remember, Austrian Wine Marketing Board (founded in 1986) was a leader in the promotion of Austrian wines in the world thanks to the fresh ideas of a small young team. The visionary Michael Thurner gave it a drive, an amazing enthusiast Willi Klinger led it to worldwide recognition till he paved the way for a generational change in time in 2020.

In these difficult times, the seventh captain, Briton Chris Yorke steers the Austrian ship on the waves.

Austrian wine and corona: a summary

Austria's wine industry faced unprecedented challenges in 2020. To support winemakers as much as possible during the COVID-19 pandemic, the Austrian Wine Marketing Board (AWMB) made changes to its entire 2020 plan at short notice: domestic and international sales channels were heavily promoted, events were moved online, and even a world-first event was hosted in Moscow at the end of November. Nevertheless, a slightly negative balance must be expected for wine exports. On the home market, positive trends in individual sales channels could not compensate for the massive losses in the gastronomy sector.

For Austrian wine, the year 2020 actually started quite promisingly with a very successful Austrian tasting event in London (400 trade visitors, 620 wines presented), as well as participation in Millésime Bio and Vinexpo Paris, which helped to ensure that 2020 got off to a great start. But then the coronavirus came along... and changed everything.

AUSTRIAN WINE CONQUERED THE INTERNET

With travel restrictions being put in place around the globe, the AWMB reinforced its PR with key international opinion leaders. By the end of the year, more than 1,300 wines had been sent to recipients all around the world for tastings, and most of the AWMB's international activity had moved online.

Online round-table discussions involving wine experts from around the world were one

of 2020's first digital-format activities, and this remained an attractive format throughout the year. As the AWMB rapidly gained experience in online activities, they were able to handle increasingly larger projects. Some highlights of these included the online version of this year's Sommelier Competition in New York, online events to coincide with the Austrian Wine Time retail and on-trade campaign in Japan, and a collaboration with the prestigious Star Wine List, including an award ceremony held online.

The first "hybrid" wine-tasting event took place in Moscow at the end of November – a world first! Trade visitors on-location in Moscow took part in the tastings while the winemakers back in Austria were connected to the event via an online tool to facilitate contact and discussion.

In 2020, the AWMB organised a total of 70

different activities worldwide to present over 3,100 wines – and that’s not including any activity in the domestic market of Austria and the main export market of Germany. The AWMB’s digital events were followed by more than 1,500 industry professionals.

MULTIPLE COMMUNICATION MEASURES

In order to stay in contact with all stakeholders, key opinion leaders and friends of Austrian wine in times of massive restrictions, the AWMB also multiplied its communication efforts. *“It was particularly important to us to keep in constant touch with our winemakers!”*, emphasizes AWMB CEO Chris Yorke. *„Every month we therefore sent a newsletter to the winemakers to inform them about all our measures and participation options and to give them a variety of tips on how to react in the extraordinarily difficult situation - for example through detailed guidelines for online marketing and sales.”*

In addition to the winegrowers’ newsletter,

the AWMB also sent a monthly newsletter to German-speaking and international subscribers. 20 press releases completed the effort to continuously report on the latest developments in the wine country Austria, the strategic changes of the AWMB and the Corona-counteracting measures of the Austrian wine industry. At the end of 2020, over 62,000 fans from all over the world followed the story of Austrian wine via Facebook and Instagram.

With its concentrated and concerted communication measures, the AWMB has been preparing the ground for Austria’s winemakers for many years. All producers, brands and regions can use this to put forward their own messages and implement and position themselves under the best possible conditions. In this context, regional associations and wine-growing groups help to bundle the strengths of more than 14,000 Austrian wine-growing businesses and create synergies among producers.

Austria, South Styria, © AWMB / Anna Stöcher





A SEAMLESS SERIES OF FOUR CAMPAIGNS

The first lockdown in spring 2020, and closures in the on-trade especially, forced winemakers and the AWMB to rethink their domestic sales strategy in a very short space of time, shifting the focus onto the sales channels that were still open: retail, online and ex cellar. To provide immediate support, the AWMB launched the “**Schmecke die Her-**

kunft” (Taste the Origin) campaign at the end of March, which directed Austrian consumers to these specific channels. This campaign saw increased effectiveness thanks to the 600 winemakers who took part via social media.

The first campaign was followed by three further seasonal campaigns that slightly overlapped, bringing a boost in wine sales. Running between May and August, the **G’spritzer campaign**, promoting the Austrian white wine spritz, attracted consumers back to bars and Heurige (wine taverns) once they had reopened. In July, the AWMB launched its largest wine tourism campaign to date: **Auf zum Wein (All Aboard for Wine)**. This campaign brought domestic tourists and those from neighbouring countries to Austria’s wine-growing regions.

By October, this campaign alone had generated an audience of 99 million people across Austria, Germany and Switzerland. Finally, starting in November, the AWMB launched the **Weine zum Fest (Wines for the Festive Season)** campaign to encourage an end-of-year season centred around wine, with the goal of promoting consumption at home.

These four campaigns reached a total audience of 135.5 million people across Austria, Germany and Switzerland.

In addition, in spite of the coronavirus situation and the unfavourable conditions, the SALON Austrian Wine competition was still able to take place, with the 270 award-winning SALON wines being promoted at numerous events throughout Austria.



Burgenland © AWMB / Marcus Wiesner

ACTIVITY IN GERMANY SIMILARLY WELL RECEIVED

In Germany, Austria's most important export market, the AWMB organised 24 different events during 2020 where they presented more than 900 wines. Nine of these events were hosted online due to COVID-19, but the rest were able to take place on-location in compliance with all applicable safety regulations. The **Berlin with a Glass of Wine** campaign in late summer was a real success, with Berlin's citizens benefiting from 55 Austrian wine hotspots in the city, amongst other highlights. Through online trade promotions, the AWMB was able to bring focus to another 1,400 wines – reaching 800,000 consumers in total.

VALUABLE MEDIA PRESENCE

Enjoying year-round media response

Austria used to be well known by the each other equal exhibition booths and typical refreshing in Heurige style. Now we all are suffering with a ban of trade fairs, including the ProWein Düsseldorf. Credit Messe Düsseldorf/CTIllmann

among both the domestic and international press, Austrian wine was the subject of more than 2,700 informative articles across 610 media outlets – corresponding to an advertising equivalent value of €116.5 million.

EXPORTS: SLIGHT ANNUAL DROP EXPECTED

Despite the serious global effects of the pandemic, exports of Austrian wine increased by 2.7% in terms of volume from January to September 2020 compared to the same period the previous year (figures from Statistics Austria). In terms of revenue, however, the same period saw a decrease of 0.4%. Performance in Austria's leading export markets of Germany, Switzerland and the USA was particularly noteworthy in comparison to that of large wine-producing countries like France and Italy, which saw significant declines in their exports in some cases.

"It turned out that until September Austrian wine had remained an attractive product category in places where a variety of distribution channels were open – more attractive than wines from much bigger wineproducing nations.



That speaks for the extraordinary quality that our growers bring to the market year after year”, comments Yorke.

In September, the second wave of COVID-19 was already bringing renewed restrictions and a negative impact on exports, both in terms of volume and revenue. Figures for the year’s final quarter are not yet available, but export figures for the full year are expected to be slightly down at around 62 million litres (2.4% down on 2019) and €175 million (4.4% down on 2019).

DOMESTIC MARKET: ON-TRADE LOSSES COULD NOT BE RECOUPED

When the hospitality industry was forced to close its doors in mid-March 2020, Austrian winemakers saw their most important sales channel disappear for two whole months: looking back at 2019, hospitality and events accounted for 58% of all wine consumption in Austria. The second lockdown from 3 November 2020 onwards (with estimated end around Easter 2021) saw this situation of hardship extend to a third of the year. The figures for total wine sales released by the GastroData market research institute appear to be strikingly in line with a lockdown of such proportions. From January to December 2020, the on-trade wholesale channel saw sales drop by 33% compared to the previous 12 months. Despite seeing some positive trends in other sales channels, they were not able to compensate for the huge slumps experienced through the on-trade.

The three-month closure of the hospitality industry led to a significant increase in wine consumption at home. According to market research institute GfK, sales of Austrian wine for consumption at home rose by 17.3% in terms of volume and increased by 18.1% in terms of revenue. Particularly noteworthy is the fact that the proportion of households that exclusively bought Austrian wine grew to 47.3% – the highest rate since 1997.

Multiple grocers benefited from a noticeable increase in sales. According to Nielsen IQ,

16.4% more Austrian wine was sold through this segment in 2020 – with this increase being equally distributed across red, white and rosé wines. The higher sales were fortunately not linked to any reduction in the average price: revenue through this sales channel increased by 16.6%, with the average price per bottle going up slightly to €5.39 (compared to €5.38 in 2019). Austrian wine’s market share of total wine sales through the multiple grocer segment grew to an impressive 74.9% – the highest market share since 2000 (the earliest year of data available).

The closure of physical stores consequently led to a strong shift towards e-commerce retailers. According to GfK, the number of online purchasers increased between October 2019 and October 2020 by 48%, rising to around 124,000 people. On average, these consumers spent almost €60 per order.

„I think e-commerce has ‘come of age’ in 2020,” concludes Yorke. “This sales channel will not lose momentum in the future either. However, stationary retail will not disappear from the scene - but specialist retailers in particular need a very clear profile and a well-considered range. In any case, what became apparent in 2020 on the part of the winemakers is the enormous importance of a differentiated sales strategy. And that is also a very central insight that Austria’s winemakers will take with them into the future: to build more pillars in order to make their unique wines available to the growing number of interested parties worldwide - whether through different markets or different sales channels.” ♣





Philippe Bouvet

Since september 2018, he is the Marketing Director of CIVA (Conseil Interprofessionnel des Vins d'Alsace). Before that Philippe had various significant roles in marketing in major FMCG/food companies. With the support of President and Director, Philippe is passionate about reinventing wine codes, driving value and transforming the full potential of wines of Alsace.

VINS d'ALSACE

HOW DOES CIVA CHANGE COMMUNICATION WHEN TRADE SHOWS ARE CANCELLED?

The COVID-19 crisis has impacted the entire value chain. The whole wine sector has been shaken in France and internationally. In this context, the Alsatian vineyard was the first and the only French vineyard to design and put in place a comprehensive support plan. Called „**PLAN REBOND**“, this plan was launched in May 2020. It consisted in preserving as much as possible the dynamic that was that of Alsace wines before the arrival of the

pandemic. Indeed, the year 2019 ended with a growth in volumes of Alsace wines of + 2.5%, the best evolution of the last 20 years, reflecting the new dynamic in which the vineyard has been engaged for several years.

The Alsace Rebound Plan was built upon the arrival of the pandemic by the CIVA teams. Rather than multiplying many small initiatives „to reassure ourselves“, this plan focused on effective, challenging actions and improving Alsace's strengths, both with B2B business to business) and B2C (business to customer). Among the actions undertaken, we can mention four.



All CIVA leaders together - Philippe Bouvet, Gilles Neusch, president Didier Pettermann and Thierry Fritsch. The agency is based in Colmar on avenue de la Foire aux Vins.

Example 1: CIVA used the pictures of the Alsatian vineyard and faces of Alsatian winemakers as the first partner of the „**J'Aime Mon Bistrot**“ platform, the largest platform of solidarity with the actors of the HoReCa (CHR - cafe, hotel, restaurant) set up in France. Through this partnership, Alsace wines have shown their support for the entire café-hotel-restaurant sector, which has been heavily impacted by the crisis.

Example 2: in order to support the CHR sector but also the entire direct sales circuit





to cellars, CIVA has also launched a vast promotional campaign called „**L’Alsace Régale**“. For 8 weeks, consumers could take a photo of the glass or bottle of Alsace wine they had ordered in their restaurant, send it to a website to participate in a raffle allowing them to win very nice gifts: a hot air balloon flight over the vineyard, a dinner in a starred restaurant, etc. In addition, each week, the professional where he consumed or ordered his wine also

won a prize! The photos following the purchase at the wine outlet doubled the chances of winning. The operation was the subject of a huge communication plan: on posters, on social networks, in the press. In total, 200 Alsatian producers took part in the operation, nearly 3,000 consumers sent their photos, and above all, more than 30 million contacts on display or on social networks, thus participating in the perception and the image of a vineyard that moves and gets closer to its audiences!

Example 3: in order to build on the need to find meaning & to support the sector, CIVA has finally launched a huge communication campaign. With the signature “You too through your choices, support Alsatian winegrowers! The idea of this campaign was to make consumers and traders aware that through their choices they can also help support an entire industry. Far from being a victim, this campaign wanted to bring a positive, constructive reading of the unique opportunity that this crisis brings to come closer to more meaning. The campaign featured dozens of winegrowers, through their photo portraits embel-





lished with a slogan that made the link with the photo and the identity of Alsace Wines.

This campaign, hailed by the professional press, was the subject of an extraordinary media plan with several weeks of posting throughout France, a reinforced plan in Paris (on buses, in the metro, in outdoor advertising), in the North-East of France, and a large number of publications in the magazine press. Example 4: shows and fairs mainly concern the B2B target. This target continued to be worked on in depth through the establishment of specific plans to support the distribution of wines in the most affected countries. Reinforced support was given to e-commerce promotions.

Through this Rebound Plan, Alsace has above all shown that it wishes to keep its destiny in hand, be active, pursue its transformation with determination, and continue to embody the awakening of the wine market.

But the COVID-19 crisis persists and faced with the very difficult situation facing the trade fair sector, CIVA has decided to go even further by pursuing its transformation even harder. As of this writing, the official announcement has



VA VINS ALSACE

VA VINS ALSACE

yet to be made. But when you read these lines, you can go to www.millesimes-alsace.com to once again discover the dynamics of Alsace Wines and their desire to continue moving forward through the launch of a new generation fair never seen on a vineyard scale. The only teasing that we can announce at the time of printing this e-book: through this brand-new virtual trade show device, Alsace is launching **A WORLD FIRST!**

Visit www.millesimes-alsace.com to discover this innovation and register to be at the crossroads of trends! ♣



Diana Lazăr 

Wine and Tourism Industry Team Leader at Moldova Competitiveness Project , funded by USAID, Sweden and the UK, implemented by Chemonics International Inc. Wine industry legal expert, business Lawyer, attorney at law. Wine Industry Manager at USAID, Deputy Chief of Party. International wine judge. On for a change to better in Moldova.

MOLDOVA IS FIGHTING WELL!

During the early imposed restrictions to fight the spread of the COVID 19 pandemic, small winemakers found themselves in difficult conditions.

Most of their traditional distribution channels, such as ,direct' or off-the-cellars doors, HoReCa, and specialized retail, were closed, threatening a dramatic decrease in sales. To improve the effects and sustain the sales, the Union of Small Wine producers started Vinul Meu as a civic initiative campaign transforming it gradually into an impactful community-marketing platform and the largest community promoting wine culture Moldova. The campaign contained a variety of satellite promotional activities, including social media marketing to spur e-commerce and offline

incentives in specialized retail (wineshops).

The campaign results so far have been phenomenal and exceeded expectations, with many small wineries and specialized retailers reporting that they've maintained their levels of sales or even achieve slight increases. Moreover, the campaign echoed through Moldovan diaspora in e-commerce on export markets, mainly in Romania.

The wine consumers have joined efforts with the wine producers for greater resilience in times of crisis.

The Time of change or The Wine of Change: Making the change works for Wine of Moldova.

Moldovan winegrowing industry has seen its modus operandi affected under the outbreak's impact at all levels from viticulture



and winemaking processes that had to be better streamlined to avoid virus-spread, to marketing and communication that had to support and strengthen the people-to-people communication.

Moldova's winemaking industry has gone through multiple hurdles along the centuries. It had survived the Ottoman Empire's bans on viticulture in medieval times and to Gorbachev Anti-Alcohol campaigns pushing vineyards unrooting and switching from winemaking to juice production. Painful again later in 2006 and 2013 when Russian Federation imposed an unfair embargo on all wine imports from Moldova.

Moldovan wines have survived and reshaped with higher quality, better marketing, and national pride around the `national product` - the Wine of Moldova.

With 5 years of the continued growth of wine exports' value (67% CAGR growth of the value of exports to EU markets, accounting for 65% of the total wine exports). Achieved

with the EU Association Agreement, Moldovan wine industry finally gained a real hope for a full recovery. Covid-19 pandemics has hit hard, especially the Moldovan vintners' self-confidence, who estimated a loss of up to 70% in sales at the rise of the outbreak in April 2020. The 2020 severe drought and lower yields in the last decade amplified the wine industry's consolidation around a common agenda for resilience.

Since 85% of the wines produced in Moldova are exported to 63 markets, the Moldovan wine industry's strategic objective was to keep Wine of Moldova aware of its key markets and keep a closer communication with its consumers. Since the trade fairs, wine tastings and all kind of events were banned, the Moldovan National Office for Vine and Wine

Wine is a symbol of national pride for Moldovans and the National Wine Day is a three-day holiday that stops traffic on the main boulevard in front of the Government Office Palace.



and its partners have turned to use more digital communication tools: intense Social Media Campaigns raised consumers' support on the domestic market (#mywineofmoldova), as well as on key markets, Poland and Romania; 360 degrees video-tours to Moldovan wineries (www.360.moldova.travel) promoted Moldovan wine heritage; Online Wine tastings with leading wine influencers and a complex promotion program replaced the annual National Wine Days in October; Retail-trade marketing campaigns drove online traffic into sales in key accounts of Romanian super-markets.

As a result, the export data showed a drop only of 7.6% in value and 12.2% in volume. The top growing markets were Romania +27%, the Czech Republic +7.9%, Netherlands +303.2%, especially for the bottled wine exports. This serves as an indisputable proof that Wine of Moldova's strategy to embrace quality over quantity is paving the way to ensuring the sector's stability and sustainable development.

Still, the early deployed survey showed that the most affected wine producers are the small winegrowers with a forecasted decrease in sales of over 50%, since they depend on domestic sales and incoming tourism.

Moldova accounts for over 30 thousand small farmers owning vineyards of up to 1 ha, but has only 35 small wine producers of author-wines, actively infusing innovation and spreading terroir-based winemaking.

These 'boutique-wineries' are appreciated mainly by both, local and international wine lovers, due to their courage, passion, and inspirational stories. Aiming for resilience, the



Union of Small Wineries of Moldova has initiated a dialogue with its wine lovers' community building a new platform for wine culture education – the #VinulMeu(#MyWine) group on social media.

This mobilized a community of socially responsible Moldovans, wine lovers, sommeliers, trade professionals, artists, and designers to promote a complex and multifaceted promotional campaign „Vinul Meu” (My Wine). The basic idea was that any responsible consumer wants to support his preferred small wine producer since his wine is their wine too – giving birth to the #MyWine social campaign.

The #MyWine Club on social media has managed to create a convergence between the boutique-wineries with the local consumers, the wine professionals, as well as with the local artists. The community organized a series

of over 30 live concerts with local musicians, online shows with Moldovan actors, chefs, sommeliers, tourism guides, growing intensively due to the user-generated content.

As a result, the group gathered over 5600 participants, from Moldova, Romania, Italy, Great Britain, and Portugal, reaching over 10 million people, about 3 thousand posts, and more than 100 thousand reactions.

The best result is that the small winegrowers' sales showed resilience, despite the HORECA and the tourism stagnation, with an average growth of +6% in total for the small wine producers in 2020. This is the best proof

of that #MyWine project works well and is an outstanding example of a community-driven support initiative for the small wine producers amid an unprecedented crisis, changing the wine marketing patterns to fit the new realities and building partnerships among stakeholders.

As such, a pessimistic projection has been turned into a change of the tone of voice, with a consumer-driven promotion campaign to preserve the emergence of small boutique wineries in Moldova, part of Moldovan wine heritage that makes every Moldovan proud. ♣



Frederico Falcão

President and Chairman of the Boards of Wines of Portugal. Winemaker with accumulated experience in national and international markets. Former President of the Directive Council of the Vine and Wine Institute, the public Institute that regulates and controls the wine sector in Portugal, representing Portugal in the International Organization of Vine and Wine (OIV) between 2012 and 2018.

PORTUGUESE FIGURES

Total Portuguese wines exports in 2020 increased 3.25% in value and 5.27% in volume. If we exclude Port wine, the increase was 7.92% in value and 7.01% in volume. So, this means that Port wine exports had a decrease in value and in volume (-4.39% and -1.22%, respectively).

Our goal, in the wine sector is to reach 1 billion in exports by 2023, and we are quite confident that we are able to achieve those numbers, since portuguese wines are becoming more and more famous and the sales of are wines are gaining quota in our major markets.

Regarding our bulk wine exports, they decreased in value and in volume (-14.97% and -19.24%). This is not a preoccupation for us, since our goal is to increase the exports in quality wine, branded Portugal, and not the wine commodity business.

Despite the fact trade fairs are banned and

cancelled, we have a great number of alternative promotion activities, depending on the target market. In some countries we did promotion on site, in wine shops, in some other countries we did supermarket promotion, TV promotions, online tastings, virtual wine fairs... all depending on the strategy per market and the targets we wanted to achieve.

In the US market, we are creating a Virtual Wine Fair, we have many online tastings, promotion in online wine sales projects, retail promotion and a bigger investment in social media, along with publicity in several magazines; In Canada, we have promotion in state wine shops (SAQ and LCBO, mainly), sponsor TV shows on wine and cuisine and social media. Being that the wine business is controlled by the State, it's difficult to implement other activities. ♣

To begin, let`s drink three glasses of optimism and hope



#1

Constantin Stergides

Dino, as he is known among friends, is a multifunctional personality, typical for the world of wine. Greek journalist and wine writer, educator, international judge. Since 1994 organizer of the Greece's premium wine show, Oenorama exhibition. He is president-founder of the Circle of Greek Wine Writers. In his free time he enjoys being on his Harley and listening to country music.

Will the pandemic change wine? No!

I have been in the wine business for almost 40 years, as a wine writer and event organizer, and as far back as I can remember there seems to be one thing that never changes: people from outside the industry telling winemakers how they've got it all wrong.

Back in the '80s, economists decided that the wine industry's main problem was wineries' lack of size. "Your companies are too small, you need to merge and create bigger concerns that can survive the oncoming globalization", was the mantra. Dutifully, the EU doled out millions to various "cluster programs", most of which amounted to nothing much. Did small, family-owned wine estates disappear? No. There is still some traction in the world of wine for the idea that the typical vineyard plus winery operation has no future and will ultimately be replaced by larger units that can attain "economies of scale", but all I can see are new estates springing up all around the world, the exception of Bordeaux notwithstanding.

Then, in the '90s, it was the appellation sys-

tem that was declared "dead" by communication gurus. "What is all this nonsense with AOC, VDQS, VQPRD and Vin de Pays? Who can memorize all this? What's the point? It's all too complicated, it's not user-friendly, it turns people away. Let's sell wines by their lowest common denominator, their varietal".

New World wines had arrived, and they were going to render Old World wines "obsolete" and "irrelevant". They were new and exciting, and they were the talk of the town. I remember the first time New Zealand wines exhibited at Vinexpo: their stand was overrun by visitors and two years later it was designed as a fortress to keep visitors at bay! But as time went by, New World wines became part of the establishment and despite their considerable impact on the old wine world, they did not replace appellation wines. Quite the opposite is true: passionate growers in Australia, in the USA, in South Africa and elsewhere, are producing remarkable terroir-driven wines that not only make sense only within the context of an

appellation system but are also the antithesis of offer-driven wines - the holy grail of experts who see wine as a regular consumer product.

Producing for demand is, of course, the most important "lesson" taught to vigneroni the world over by marketeers. If you are a wine maker, you are not supposed to succeed if you do not produce a wine that will satisfy pre-existing demand. Commercially successful wines notwithstanding, what is the biggest trend in the wine business right now? Is it not bizarre, quirky, entirely personal, unique and artistic wines that are the antithesis of mass-produced, to demand, wines? Of course, the two can co-exist and they do, but my point is that analysts from outside the industry are wrong to consider that vigneroni who "do their own thing" will fail.

Which brings us to the present, to the post or "meta" pandemic era: Wine shows, and exhibitions are dead; bottle shops are dead; live tastings are dead; (there are people who actually believe all this). Everything can now be done virtually. Zoom a tasting, Skype a meeting, Instagram your "moment" and Tweet your opinion. A new world of wine is

here and if you don't adapt you won't be a part of it.

Says who?

Is it grape growers and wine makers saying these things? No, it is people from outside the industry, people as far removed as possible from the actual production process of wine, people I would venture, who have no understanding of Wine, its culture, its traditions. People with vested interests, like the extreme ecologists who would like to see airplanes grounded forever or the hypochondriacs who would have us wearing masks on a permanent basis.

These are only new ways, maybe other ways that may make business easier. But wine, wine doesn't care much about it. Wine will sooner or later return to its riverbed and it will not pay much attention to whether new floating canals, artificial river arms or trans-shipment yards have been created this year.

Well, I have some bad news for the pessimists, the naysayers, and the doomsday believers: life will prevail and so will wine **as we know it**. Our society will not "change forever" and humanity will continue to enjoy wine the same way it has for more than 2500 years.



#2


Dan Gatlin

Pioneer Inwood Estates Vineyards was founded in 2004 by Dan Gatlin, one of Texas' earliest pioneers in wine. Dan has now completed 39 growing seasons in Texas viticulture and has 44 years total experience in the wine industry including his work as a buyer in Europe and California. Inwood is most known for its pioneering work with Tempranillo, but is primarily focused on Cabernet and all Bordeaux varietals today. Dan is most known for his pro-science views advocating genetics and plant physiology as modern replacements for the traditional concept of terroir.



Let me suggest a rational approach!

Humans can be very quixotic creatures. Wine humans certainly as much as any.

Not that it's such a bad thing. We are passionate, deeply committed financially and dedicated each to our philosophy. It's that last part which is rarely addressed but is responsible for so much of the direction that an industry and those in it follow.

For better or worse, most of what people do, both in wine and in life, is based on some set of beliefs. I think it's fair to say that most rational people do not normally make meaningful decisions on beliefs they think are false, unless of course they are compelled or forced to. Problem is, beliefs can be wrong, and whether misguided or incorrect, can have devastating consequences for valuable resources like money, time or a person's life's work. It's crucially important to question the underlying system of beliefs in every line of work to insure success.

Winemaking and winegrowing require enormous infrastructure. We would know. Forty-one years ago, we planted one of the first real wine vineyards in Texas. Sure, there were a few pioneers along with us, some even a few years out ahead, but it was a very small cluster of experimenters. In retrospect, I think it's fair to say that none of us really knew what we were doing. At that point, we were on a mission of discovery.

The wine establishment was adamant. We were told, *"It's too hot in Texas for fine wine."*

"You can't grow Cabernet (and many others)."
"You have to grow hot climate varieties."
"You have to use wide and spreading trellis systems."
"You will have to shoot for high tonnage and cheap wine." You have to do this, you have to do that. You can't do this, you can't do that.

Today, Inwood Estates is mostly a Cabernet house. We produce 8 different Cabernet products, using 9 of the fanciest Cabernet clones. All of the wines are produced at 1.5 tons per acre or less. We use Vertical Shoot Positioning trellis systems. Prices are high to very high by industry standards.

In short, we do everything we were told cannot be done. Sadly, we wasted 20-25 years and millions of dollars trying to conform to the establishment concepts of terroir. Those are valuable resources I will never get back. Texas today has over 500 wineries and tragically, I still see new entries into the market alleging to specialize in "hot climate varieties", Rhone Valley and others. Their wines rarely sell for 25-40% of Inwood prices. Why do this?

When did dogma replace rational thinking in wine? When did the romance of terroir with its underlying logical flaws replace scientific advancement? I am deeply concerned about this worldwide. I would suggest that the conflicts and failures have been sharply observed as Texas went through the start-up phases of the last 30 years. We have been a laboratory where no ru-

les existed, only traditions. When the traditions were tested against the science, they failed.

Almost everyday now, I read in the wine media about how global warming necessitates us to pull up vineyards, move north (or south), develop new varieties, replant vineyards. This would take many decades and cost many billions of dollars. Let me suggest a rational approach. There are many outliers which make famously great wine in warmer to hotter to very

hot climates. I'm not going to name names, but you know who they are. They are in Provence, they are in Lebanon, they are in Israel, (maybe even Texas). They're all over the place if you think about it. Why not just call them up and ask them, „Hey, tell us how you do it?“ If you don't want to talk to me, there are plenty others. It won't sell as well as crisis journalism, but we are talking about saving decades of time and countless billions of dollars or Euro.



Edita Ďurčová 

Edita is a skilled Slovak wine trader and importer. She is a big promoter of Slovak wines abroad thanks to her multilingual equipment. Edita is a good ambassador of RONA wine glasses. She created her own wine brand Editio, she is an unmissable organizer of the wine movement in Slovakia. She is recognized international wine judge.

#3

Wine Trade the Day After

I was asked to say something about the international wine trade, how would it change „after“. Will the prices drop? What about the big players? Are we expecting the wine sea to be even more overflowing? World wine market glutted? I was asked to be a visionary. But I am not. However, I am an experienced optimist and I absolutely see the light at the end of the (wine) tunnel. I have been in the wine business for more than twenty years, not too long. Still, I dare to say, what (in my opinion) has always been the most important in the trade and in life in general: adaptation, flexibility, creativity, imagination and patience. Now, we all had to adapt to the pandemic situation. Many wine professionals that I know just switched into a virtual reality very flexibly: promoting, offering and selling wine, wine experience and wine education online. The more creative and imaginative, the better! The off-trade operators have been living their momentum like never before. Will this trend continue? Will the off-premise consumption be even stronger? I suspect that many wine lo-

vers have comfortably welcome the option to order fine wines and try them at home, to benefit from the recommendation of their virtual sommelier... There is definitely a future for that.

Nevertheless, I suppose, that as soon as this „covid nightmare“ is over, all kind of wine events will just bloom and boom! Wine fairs and exhibitions, open cellars, wine & dine, wine tastings, vineyard visits, all kind of wine parties... sooner or later this is going to happen again and more intense. To be more precise, I expect the on-trade to thrive. Honestly, the imposed model to buy wine and drink at home, sometimes even alone, is something that does not go along with the overall legacy of wine. To enjoy wine without sharing the experience definitely does not work for me!

My honest vision for the „Day After“ in wine trade is promising. I strongly believe that our industry will quickly recover and arise from the ashes.

For the time being, I just want to share my hope and optimism.

Stay safe, healthy, faithful and patient.

See You soon in better times!



Your dream journey for wine,
even if you didn't know it yet!



3 storeys cellars, Vrbsice, Czech Republic



Czech wines
from the **VERY**
heart of Europe.
Love forever!

Your next destination





Call to Action from Lucie

Winemakers without people are like vineyards without sun

If you want to live and survive on these islands, you can't wait for the rain to stop. You have to learn to work, live and enjoy it all, even when it's raining

Norwegian farmer

If you want to survive and prosper, you have to adapt to the environment that surrounds you, shake off your disappointment, stop crying and start working hard.

The new era gives us the opportunity to step out of the comfort zone and overcome our own boundaries. Those who are used to fighting keep fighting and get ahead of the game. However, those whose business has been running on inertia until now find themselves at a disadvantage.

We still have three quarters of the new year ahead of us, when your sales can become more complicated - some restaurants still remain or may soon become closed again, the number of tourists is low everywhere, traditional wine events, celebrations and festivals are limited or completely cancelled. Use the free time to move forward when it comes to your self-presentation and the search for new sales channels. The smarter ones did it last year and at the beginning of this year already or they at least tried.

The right time for development is here!

Wake up to action! Just start with a small idea, maybe a project that has been growing in your head for a long time. The next ones will be easier and easier. Those who will work hard now will reap the rewards of their work when the economy is restarted again.

Complete the ideas that you've been putting off for a long time because you simply didn't have enough time for them or because you found them useless when your business was running smoothly. Did you want to write an original offer for wine shops? Did you want to shoot a video and post it on Facebook? Did you finally want to launch an e-shop or a new website? Did you want to come up with a new label? Do it and start right now.

Put your finger on the pulse of time!

Lucie Hotařová



Lucie Hotařová is the owner of a wine label printing company. She is in daily contact with Czech and Moravian winemakers and always tries to offer them the best she can.

When we wrote the Czech version of the New Normal, she was a geyser of ideas and she and her colleagues came up with a number of charity events, organized and successfully completed them. She

received the Winemakers' Good Deed of the Year award for this. However, then Covid-19 also hit her and she struggled with it for a long time, so she did not manage to work on the international edition. But even so, we are grateful that we can at least bring her call for mutual cooperation and translated articles that she has prepared for the Czech edition.

**Like you the book so far? It is the done for you!
You can say thank you so we know you like it.**



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\$10 / 10€



LET'S GO DIGITAL!

Much more than thinking about the here and now is to think about how every decision you make can impact positively on your business in the next coming years. Live today, look forward! This is how you can stay ahead of your competitors. If you plan and adapt your marketing model and strategies for the future, thinking about the challenges that are coming up, you will be in a much better and healthier position than your competitors, most of whom will be worrying about what's happening now.

If you plan and adapt your marketing model and strategies for the future, you are thinking in digital terms, virtual reality, online tastings and social media platforms. Or not yet?

The power of Facebook and Instagram ads is incredible for businesses of all shapes and sizes. As far as digital marketing services go, social ads are a great, cost-effective way to reach a serious number of people in a short space of time and proves that you don't need to be a multi-million-pound company to target en

masse. Used in the wine business, they fit like Schumacher in the Ferrari cockpit!

According to a study by the London School of Economics, 39% of the world population uses at least one social media platform. Wine-lovers are hanging on Wine Search or Vivino almost daily. The penetration among your customers will reach almost „full house“.

It means, one of the biggest factors in preparing for the future is understanding the digital world and social media landscape.

Understanding that GRP (Gross Rating Point) and Impressions are the most vulnerable metrics as the industry moves to a results-based KPI model will allow you to be ahead of the curve in preparing your agency and your clients for a more success-driven marketplace. That's because all of that data they keep, you can advertise against, making your ad campaigns laser targeted and seen only by people you know will be a fit for what you do. The amount of data social platforms keep on their



users is both scary and exciting: scary if you're a user, but exciting for potential advertisers like yourself.

I am 63 and looking over my contemporaries, I see how hard for some people is to understand or remember how new the medium was back then. Today, social media is the current state of the internet.

In the mid-90s, search engines and browsers

were the state of the internet.

After that, it was email.

Then search ads, followed by blogging. Finally, Youtube came along, followed by social media, which is where we stand now. It is more important than ever before to live in the current state of the internet and leverage your brand on social media.

Social media love brevity, unambiguity, positive mood, personal commitment and above all interesting content. Content is key to keeping prospects engaged after the initial point of contact.

Without high quality content, people will become aware of your business for a brief moment and then forget about you again in a flash. In addition, quality content works as that initial point of content, too, helping more people to find your business on Google. Without consistent quality content to engage your audience, it's unlikely that any other marketing services will be anywhere near as effective as they could be - something Gary Vaynerchuck, my inspiration and distant virtual mentor is well aware of.

So let's speak about digital marketing. ♣



The teamleader of this project, Luboš Bárta, with his beloved black cat named Mikesh working together on this book. A caricature drawn by the Austrian artist Rupert Hörbst



Vladimír Buta

For 10 years marketing & sales director of Mediatel. One of his „children“ and passions is the Yext/Mext platform, a tool that enables both large and small companies to effectively manage their website and social media presence so that search engines award them top positions in their search results..

DIGITAL MARKETING

In this article, I have described the basic and most important reasons why you should not underestimate working with the basic information that you tell your customers about yourself on the Internet. Of course, for example, SEO is a complex and demanding discipline, just like many other marketing activities. However, the absolute basis of the company's marketing on the Internet described here can really be managed by everyone.

People have been massively moving to the Internet for a long time and they live their everyday lives there. Pandemics, various lockdowns, hygienic measures and people's fear have accelerated this move. New groups of users - older people - have now entered the Internet and started using it.

People's behavior on the Internet has also changed. They shop online much more; the situation has forced them to overcome the distrust of online payments for goods. Caution and concern force them to search for information much more and the communication chaos and rapid changes in various measures have taught them to verify, e.g., opening hours and the availability of services. These trends are similar worldwide, the differences in developed countries are not so big.

Therefore, it is more necessary than ever to present your company and your business on the Internet correctly in this situation. And this applies to both small family-owned wine cellars and large wineries.

Build the right and solid foundation for your Internet marketing. You can successfully build further communication or advertising only if it is based on a solid foundation.

It works the same way as when you are building a house - if you don't have a solid foundation, even the most beautiful house built on it will start to crack and maybe collapse.

Let's take a look at how to easily build such a foundation and strengthen the position of your business on the Internet in the eyes of customers. It is not so difficult; it does not require any special skills or knowledge.

Tip No. 1 – Strengthen the perception of your brand (company) in the minds of your customers.

The reputation of your business depends on many circumstances. It is formed through all places of interaction of your brand with the customer, not only in the off-line environment. On the street, in your establishment, through the behavior of your employees, salespeople, those that are in contact with your product, on the Infoline but of course also in the online environment.

Do you have a website? Do you communicate on social networks? Do people write comments on your brand (company) in various directories, social networks and catalogs or even on Google? All of this has a significant impact

on the awareness and subconscious mind of your customers in relation to your brand (company).

You pay strict attention to the protection zone next to the logo. You remake any flyer, banner or shop signboard thirty times. You create new labels. You train your staff regarding the contact with customers...

So, why don't you pay such attention to the online environment as it is no less important?

What does your company look like on the Internet? And I don't mean your website or a perfected fan page on Facebook right now. Let's take a look at the absolute basics: What will users find on Google, in applications or on maps when they come across your business?

Imagine asking ten of your acquaintances about a good winery and getting 10 identical answers.

That would be a great signal for you to go to the winery or buy from it, wouldn't it? Did it strengthen your confidence? You say to yourself, „Everyone told me the same thing, everyone knows it - it will be something good.“ You do not consider looking for an alternative. You trust consistent information. And now imagine the opposite case: What if every person tells you something different - someone doesn't know the winery, someone claims that there is a completely different company at that address... Would you risk going there? Would you shop there without hesitation? Probably not, right? Your confidence is shaken and you would prefer looking around elsewhere.

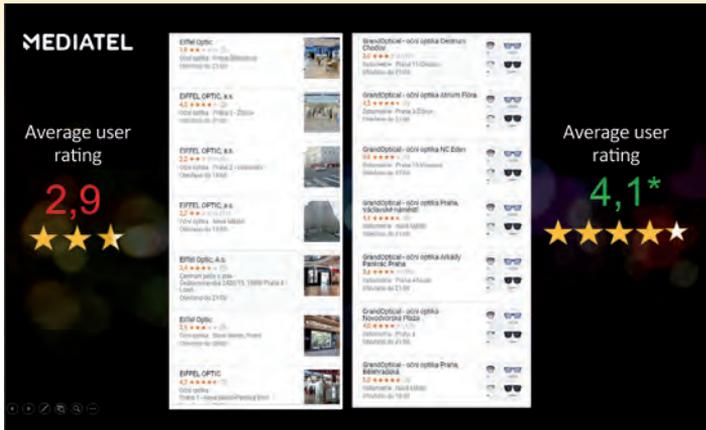
”

If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.

Henry David Thoreau

And it works the very same way with your customers and the Internet. You never know where the information about your brand (company) will „pop out“ on the Internet. And you didn't even have to put it there. It simply emerged there from users; various services „copy“ each other and consider the relevance of the information which they have no way to verify.





Over the last few years, new technologies have been developing rapidly along with the creation of new services and tools, while at the same time mobile internet has become faster and cheaper. Would you have even imagined a few years ago that instead of a giant computer on your desk and slow internet, you would literally have the digital world in the palm of your hand today?

If the customer always finds a different name, different phone numbers and inaccurate or outdated information, this subconsciously affects them. And the brain remembers. If you do not provide a truly unique service or you do not have above-standard customer service but you operate in a highly competitive environment, there is a high probability that your customers will gradually move to the competition that takes care of its brand. Their confidence is not strengthening - on the contrary, it is gradually declining. Then another negative, albeit marginal experience with your brand (company) is enough to drive the customer away from you.

Today's hypermobile times have completely changed the well-established ways of finding services, brands and companies.

The customer will recognize who takes good care of the brand (company) and expects that similar care will be reflected in the approach to him or her as a customer. Take a look at the examples above - competing companies with the same products and services. One of them cares intensively about its online reputation. It gives a signal to potential customers that its services will be of high-quality and high care.



And you can really see it - customers rate such companies significantly better. (the average rating is calculated from reviews on Google My Business)

New services – social networks (Facebook, Twitter, Instagram), mobile apps, smart GPS navigations in cars (Waze, TomTom), voice search (Siri, Alexa etc.) Google maps in mobile phones and dozens of other verticalized services (focused on a specific area or field – e.g. TripAdvisor for travelling, Zomato for restaurants) now offer many more places for your interaction with your customers. Foreign tourists and

Tip No. 2. - Increase the traceability of your brand (company) in the digital environment



expats living and working in the Czech Republic use their favorite tools and search engines they are used to from their home lands (Chinese Baidu, Russian Yandex, Apple maps or even Snapchat or Tupalo social networks).

Although your company's only point of contact with the customer in the digital environment used to be your website or maybe a few large catalogues, the place of the first contact with your customer has been „diluted“ between dozens and hundreds of different sources today. And customers get to your website from there. Or they don't - it depends on their habits, what they are looking for and also on the information they find about you. These new channels offer new opportunities for customer decisions and visiting your website may not be necessary at all. Many users make decisions based on reviews and company ratings, while others base their decision on the recommendations of friends on social networks. And in the case of, e.g., voice search, the user receives one specific result corresponding to his or her request and not a „list“ of websites generated in the case of using search engines.

Be present in the most used and popular places that are relevant for your brand / company and always have up-to-date and identical (at the very least) basic contact information.

A new phenomenon of today is that of local search, which according to Google has grown by more than 900% year-on-year.



OBERLO

10 GOOGLE SEARCH STATISTICS

You Need to Know

Google Is the Most Visited Website

Google has been visited
62.19 BILLION
times this year.
(Newsweek, 2018)

Google Dominates the Search Engine Market

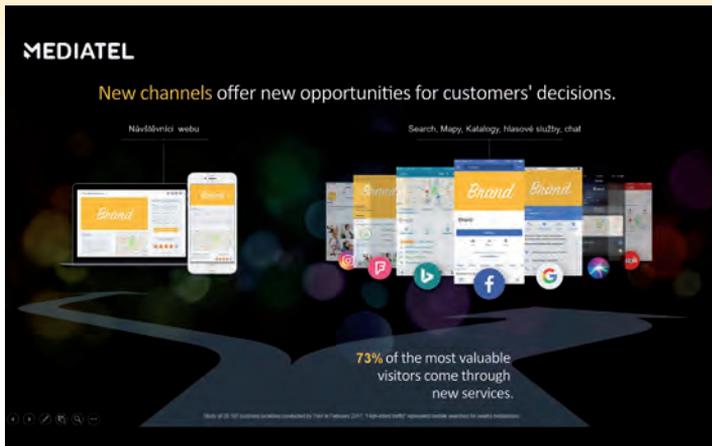
Google has
92.18%
of the market share
as of July 2019.
(Statista.com, 2019)

How Many Google Searches Are Conducted per Day?

Google processes over
3.5 BILLION
searches per day.
(InternetStatista, 2019)

Google Lens Usage

More than
1 BILLION
questions have been asked on Google Lens.
(Google, 2019)



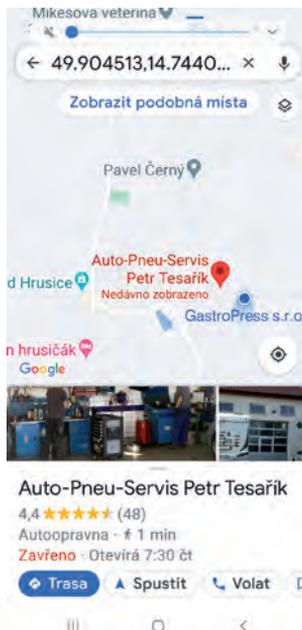
social networking) tell their users directly whether your business or establishment is open or closed. And some services will even suggest a competing open company when the ones at the searched location are closed. So, don't forget to update your opening hours, especially in the case of holidays, state holidays or illnesses. You have no idea how important this information is for the user and how much it influences

their decision-making process.

Local search means that people search in the specific area in which they live or move. They refine their search by adding a specific location. This must be reflected in both the website and „link building“ - i.e. backlinks for search engines in the most relevant channels on the Internet with an accurate and up-to-date address.

Check your information and make sure you have the same contact information, addresses and information on all referring services as well as on your website.

In the case of mobile phones, it is the so-called “proximity search” - i.e. „searching in the vicinity“. You have surely already noticed this in the case of searching on Google or Google maps and, for example, Facebook, TripAdvisor, Waze or even the Yellow pages, other directories and catalogues as well as many other (especially mobile) applications work similarly.



Whether you do everything manually in a time-consuming way or with the YEXT synchronization platform, this is one of the basic conditions for users to find you in those places on the Internet that they like to use.

Also in this case, it is important not only to be in these places but to be there correctly, with comprehensible and up-to-date information.

The YEXT synchronization platform works on the principle of a single structured and comprehensive data set, suitable for search engines and other services. In the web interface, you create a comprehensive set of information about your company, which you then have in one single place and the synchronization platform automatically copies it to the partner network.

The most important information for users includes not only contact information and the field of your activity but also, for example, opening hours. Many services (such as Google and Google My Business, navigation,

Thanks to that, you don't have to worry about your information being current and consistent. In addition, they can collect user reviews and comments about your business and send you notifications of new reviews. This saves a lot of time and energy that you would otherwise have to spend on



keeping the information up to date in each place separately and on tracking reviews and comments on a daily basis.

Tip No.3: Strengthen the relevance of your brand (business) for Google, Bing and Yahoo search engines to move your website and your business higher in search results

How do people get to your site?

Either through direct access, by entering the URL directly into the command line of the browser or by clicking on one of your ads (PPC, banners, advertising on social networks) if you use them. However, they most often come through a link to your site in one of the search engines - from the search results.

And that's why it's essential for your business to get to the highest possible site position in the search results - i.e. to have the link to your site as high as possible on the results page. However, this is often not enough because search engines insert their own services into the first few positions. In particular, Google, Bing and Yahoo will put links to their maps and business catalogue in the first and most visible positions. The first natural links are often actually invisible.

When searching on Google, you sometimes only see one natural full-text search result.

Each search engine - Google, Bing, Yahoo - uses a different algorithm and different weights to decide which site to display in response to which search request. The results are different on different search engines and even on the same search engine they change over time.

In addition to website optimization - the so-called "onpage SEO", which I do not want to discuss here, the relevance of your information and its location in various parts of the Internet also plays a big role.

You have for sure already encountered the terms link building and backlink. Search engines constantly index and check websites to ensure the best possible relevance of the result. And if they find the same, up-to-date and consistent information on your site as well as on the Internet sites they trust, they consider that information



to be highly relevant and will give priority to that company's website.

Of course, the most relevant for a search engine are its related services - for example, Google is Google My Business, as well as strong, traditional and proven services with high traffic and frequent updates - social networks, verticals and specialized services (e.g. TripAdvisor for travelling), catalogues and directories but also blogs and news portals. Your company must therefore be included at least in the most important ones. And by that I don't mean that you have to buy a paid profile in every service and every catalog. Free listings will do the same job for you when it comes to search engines.

HYPERMOBILE TIME

So, don't just rely on a link from a search engine to your site! To reach a better and more visible position, work also with the records of your company in maps, applications and industry verticals. It is not only the topicality and the greatest possible relevance but often also the method of search that matters here. Cyclists in your area who want to visit the nearest winery will certainly use a mobile phone and different applications and tools than a person in the office 200 km away on their laptop.

Reviews and ratings of the company also play a role here - if a user is looking for the best winery in the area, then Google will prefer those with the highest number of stars over those with a bad rating, which they will not offer to such a user at all.

Follow at least the basic and simplest rules that can help you become more traceable and rank higher not only in search results but also in other services:

Keep the following basic information as up-to-date and most importantly consistent (the same) in the most relevant search engine sites as possible:

- Always use the same name
- The same address – e.g. square versus sq.
- The same contact phone number

- Field classification
- Opening hours
- Link to the website (of course)

Do not underestimate local searches on mobile phones - i.e. in the vicinity

- Be on Google Maps and other map materials with the right information
- Make sure that your business address or registered office address is correct
- Make it easier for search engines to find yours in your region - by combining the right keywords and fields in relation to the area of your business

Tip No. 4 Work with reviews and respond to them

Ratings, reviews, comments and recommendations - you have surely met them, you probably don't like them very much, you are convinced that they are unfair to you and that they don't really help you much.

It's just the opposite. They can help you a lot. Your business rating has an increasing impact on whether customers choose you and Google, for example, is already working with ratings when displaying search results.

Reviews are no longer just a tool to denigrate the competition and users are aware of this when they read them. The problem is not a few bad reviews but it is more and more important how and whether at all you react to





them. And more and more people use them as their guide when making their choice.

Did you know that a one-star difference in the average rating means a 5-9% difference in sales?

TIME : MATTERS

What if your rating could simply be improved? Watch it in real time and respond to it as quickly as possible - there is no point in responding to a review a month after it was published.

The customer will very often improve their bad rating of you based on a quick and CORRECT response.

1. Follow reviews from multiple places - don't just focus on Facebook or Google. What about TripAdvisor, YELP, Zomato? Work with more information. You will then be able to easily track what customers like and where you have reserves.

2. The customer is always right - even if they are not. You don't want to lose your customer forever.

3. Don't be afraid to ask for an evaluation - you are often on the spot, you can see whether the customer was satisfied, whether they liked the winery, whether they liked your wine. Ask the customer while he or she has this experience fresh in their memory. Use a small business card with a QR code leading to reviews on Google, „Recommendations“ on Facebook on your fan page or your own rating tool on your website. Simply ask and positive reviews will swarm in.

4. Respond to reviews - The right response to reviews is crucial. How do you respond to reviews? Have you encountered answers which hurt, which are aggressive or mocking or attempts to dishonor the customer? How did they affect you as a potential customer?

„Sorry“ is not enough.

The most important thing when answering is to suppress your ego and respond with foresight, to avoid losing not only the given customer but also others. You can even get new customers. It is necessary to realize that you



are not only responding to one review for one customer but also for all others who will read it in the future. And that everyone is very happy to read them. A new and very effective communication channel opens up for you and on top of that, it is free. In each response to both a positive and a negative review, you can say the essential thing about your company that can decide whether the customer chooses you rather than the competition.

“It is better to offer no excuse than a bad one,” said George Washington. I don’t think so, but on the other hand, I am sick of the people excusing in any sentence. They do not perceive the meaning of the words they say. This is not an excuse, but a phrase like how are you. A real apology usually requires justification. „Sorry“ is not enough.

How to Provide the Right Response

- Greeting - a friendly opening, mentioning the customer’s name or surname.
- Confirmation of values - here is an opportunity to make a statement that sheds a positive light on your brand and confirms your values. For example:
 - *“In our winery, we focus on the best service for our customers.”..*
 - *“When producing our wine, we use only...”*
 - Sentiment keyword — this part makes

your response more personal. Apologize, if it is needed and reflect the customer’s emotions: *“We are very sorry that XXX happened and we understand how you feel. We strive to train our personal on a long-term basis... “We are sorry for your experience...”, “We are very happy...”*

- Confirm the customer’s experience when responding to a negative evaluation – thank your customer for support in case of a positive review
- Conclusion – polite and personal goodbye.
- A bonus is a re-purchase invitation - whether by stating you will provide the customer with a new, better experience or a call to continue with the excellent service they recommend.
- *„we believe that you will return to us soon and you will be convinced that we have already fixed xxx“*
- *„thank you for liking the wine and you will see that the next time you buy it, it will again not disappoint you“*

If you have an overview of your reviews, you will respond to them the right way and quickly, while you will also learn from them and take advantage of the opportunity offered by this feedback to improve your services; your guests and customers will appreciate it. ♣



Michala Benešová

Michala has been fascinated by IT for over two decades, or, to be more precise, since the day she dismantled her first computer. IT has remained her passion. Beside other things, she cooperates with Monster and contributes to Hello World. She has been running the TYINTERNETY portal for 10 years. Her domain is new media, digital technologies, gadgets and social networks.



Václav Pavlečka

Václav connects the world of startups, business and technology with a ten-year career in the field of marketing communication. He used to own a communication agency called Kliché Killers in New York, brought the concept of the Farmhouse innovation unit from Chicago to the Czech Republic, incorporating it in the portfolio of the Publicis Group, and he was a strategic digital planner for Leo Burnett. Today he is the CEO of the Air Ventures investment fund.



DIGITAL WINEMAKERS: Internet Does Not Have to Mean Sour Grapes

The Covid-19 pandemic has changed the way modern society works. The way we communicate, we work, how we spend our free time and how we have fun has changed. Digital technologies and especially the Internet, which covered all these areas, have come to the forefront of the interest of many companies and individuals. The Internet is a space of endless possibilities and opportunities that everyone can seize, including winemakers.

Why should you be interested in the online space, the Internet and the world of social networks at all? After the restrictions applied all over the world, hard times came for winemakers and sommeliers. Who knows when the situation will change and whether it can be prevented from recurring. During this uncertain time, the digital world is proving to be an ideal path to take. Everyone can be seen on social networks, selling online ... So why not sommelier and winemakers?

The Internet will give you the opportunity to reach a large audience - because everyone is online today. Digital media is the best way to show yourself to the world. The Internet is no longer a „technology“ that is only for the chosen ones, but it is present everywhere and its impact on our daily functioning is enormous. And what can a winemaker do on the internet? Sommeliers and winemakers are actually influencers, so why not join social networks? Your customers like to listen to your erudite

stories, you provide recommendations, advice - you simply have influence, you have the know-how and you can pass it on. Of course, nothing can replace personal contact, but online wine tastings are common today, as well as sales and also the promotion of the brand and its development across online channels. Let's take a closer look at these options.

THE IMPORTANCE OF SOCIAL NETWORKS

Especially social networks have become the trend of the decade. You may also find opinions that the web is dead, because these networks replace it (this is the opinion of the younger generation in particular, for whom the Internet is practically synonymous with social networks). Social media undoubtedly belong among the most important areas of the online space and they have replaced or supplemented other classic news channels (newspapers, TV).

Facebook, which is the most popular social network in the world will surely pop on your mind. However, Facebook has become far more than just a place where you can connect with old friends and view their vacation photos. Leaving aside the controversy that accompanies the company regarding the protection of users' personal data, Facebook is a very effective and comprehensive marketing tool that allows you to promote and sell your brand and production, gain new customers, communicate with existing ones, all very easily and effectively. That is, effectively only if you can set up your communication correctly (find a suitable target group and communicate well with it). You can often find out that rather than focusing on crowded Facebook, it is possible to communicate on Instagram, LinkedIn, Twitter, Clubhouse or other networks...

Being on social networks today is a matter of course and, above all, a necessity - it is a place where your customers are and it is also a place where they will look for you.

With a well-established profile on social ne-



works, many companies get by without classic websites, which are used more as a kind of web business card than a „meeting place“, of course, with the exception of e-commerce sites with e-shops or platforms for multimedia entertainment (Youtube, Netflix, HBO GO, etc.). It is because social platforms provide everything that companies and brands need for promotion, communication and sales. We will show the possibilities of social networks in more detail on Facebook and we will also introduce other social networks that define today's Internet.

Social networks also offer perhaps the fastest and perhaps most effective advertising options. If you are wondering which way to go, the fastest and most reliable way is to open

https://ads.google.com/intl/en_en/home/ and there you will learn all about advertising on the currently most powerful medium - Google. However, now we will not search, but communicate.



Every Platform Needs a Different Language

FACEBOOK EASILY AND QUICKLY

The hardest part is always to start, but Facebook is such an accessible and intuitive platform that there is perhaps no better place to start „being digital“. You can set up a company website on Facebook for free, and you will also receive a number of powerful tools available free of charge that facilitate commercial activities (i.e. paid advertising).

Of course, winemakers have different priorities than focusing on social networks; however, moving around the Facebook environment does not require any special approach or technology. Just follow the general rules.

First of all, it is necessary to understand that Facebook is a world of its own. On Facebook, anyone can set up a business page that allows them to trade, connect with others and share information. It has its own rules and laws and a certain way of communication is also used here. Facebook crosses geographical and national borders and it is accessible to anyone wherever there is an Internet access. You can share any information here, on any medium or in any format.

Facebook offers many ways to promote your business and communicate with your customers - from the aforementioned creation of a Facebook page for your business, through the establishment of your own group to the launch of a targeted advertising campaign.

The most important thing for success on Facebook is activity. When you decide for Facebook, you need to let people know that you are active and engage your followers in the conversation as much as possible. Share news, inform about what you do, how you do it, invite them to respond, answer comments and questions. Your followers must always feel that you care about them, that you pay your attention to them. Don't know where to start looking for the first fans and followers? Start with your loyal customers, family members and friends - they can help you spread your

reputation and fame.

Be careful about creating paid campaigns, it's more effective to promote authentic messages than to focus purely on sales conversions (such as creating display ads). However, even these can be justified, for example in a situation where you need to support your e-shop. Don't forget to target them and make several creatives that you can compare with each other to get maximum efficiency for each dollar or euro or Czech crown spent.

WHAT TO SHARE?

The motto „content is king“ is not said for nothing. People like exclusive news, information from „behind the scenes“, they are both inquiring and curious. Keep in mind that you don't have to create content only for your customers, but you can also create content for other colleagues in your field who are in the same situation as you are. You can educate others and provide them with advice and help. Certainly not every post should be an advertisement or a commercial message.

WHAT CONTENT WORKS ON FACEBOOK - WHAT CAN YOU TRY?

● Online wine tasting

Open a bottle of wine in a live broadcast and share your experience with the audience. You can teach them how to pour wine, you can tell them how it tastes, give them a few tips on suitable combinations with meals. You don't need any special technology to shoot and stream online - today's smartphones can shoot videos in sufficient quality..

● Evaluation

Maybe you have already tasted an infinite number of wines and talked to other experts. Write down your findings, tell your followers how the wine tasted and what are the best ways to drink it.



- **Educate**

Make a video on how to properly pour wine into a glass, how to open a bottle or how you decant a bottle of wine, and post it on Facebook. All you need is a short and striking video - video posts generally enjoy the most attention.

- **Share „personal“ content**

„Personal“ posts are the most popular ones on social networks. So don't be afraid to share interesting details about what you do, share your „behind the scenes“ information, let your followers peek behind the curtain of your business.

- **Advertising on Facebook**

Thanks to advanced targeting algorithms and a huge audience, advertising on Facebook is very effective. You can reach select groups of users, target your ad geographically, or try to

reach the widest audience possible. Facebook has its own tool for creating ads - Ad Manager - it is a very sophisticated tool that allows a thorough control of expenses, however, for beginners, it is suitable to have commercial activities managed by experts. Advertising is ideal if you want to raise awareness of your brand, bring in new followers or promote your product. Don't forget to try more creatives, try different target groups, and gradually play with conversions (that is, with the ratio „money spent vs. the effect that advertising brings me“) and measure these conversions correctly. For example, using web traffic statistics, the number of wines sold through your e-shop, signing up for newsletters and the like.

- **Facebook Shops**

Facebook also has its own sales tool, thanks to which you can very easily sell your products online. Facebook calls this service „Shops“. It is a form of e-shop that you can use on your company website and allow customers to shop without having to leave the Facebook environment.

With shops, you can easily create your own digital showcase across the Facebook family of applications. Your shop gives you the opportunity to inspire customers. It also helps them find the right products. Shops are easy to set up, use, and they load faster than mobile sites. At the same time, they are global.

All settings and administration of Facebook are relatively well documented, making it easier for even complete beginners to work with their tools. Neither a shop nor paid advertising is necessary for the operation of the company's Facebook page, which is a great advantage if you want to try this environment without investing any funds other than your time.

In short, Facebook is ideal for entering the world of social media. But beware - first of all, it doesn't make sense to put so much effort into digitizing when you know you're not consistent. You cannot publish one post to-



day and another a month later. People forget and such post becomes practically invisible. Be consistent, add new post at least once a day and don't forget your audience. It is important to build credibility and be seen.

AND HOW ABOUT INSTAGRAM?

Today, Facebook is exaggeratedly considered a social network for pensioners. A generation of younger millennials from Facebook fled from the sight of their parents to Instagram, which is simply a social network where photos of food, beautiful people and even unrealistically arranged lives dominate. Instagram is a network that knows much less „hates“ (intolerant reactions) than, for example, Facebook or Twitter. Users go to Instagram to admire (whether products or people). However, Instagram belongs to the same parent company as Facebook, which makes it easier to work with ads that can be „centrally controlled“.

Instagram relies on visual content. This network is especially popular with celebrities. In conjunction with Instagram, so-called influencer marketing works well - this means that your brand or product is promoted by someone influential, beautiful and popular, who has a solid crowd of fans. However, this cooperation is really expensive in the case of top influencers, on the other hand it can be extremely effective and it is not for nothing that quality campaigns of multinational brands always include a network of influencers.

For smaller brands, it is advisable to organize their influencers into so-called „micro influencer groups“, where even five thousand quality followers can mean a good opportunity for such a micro influencer - Instagrammer - to reach a narrower target group. For brands, involvement of such people in their promotion can reduce costs.

The so-called „stories“ a form of communication that lasts on Instagram only 24 hours work very well, . Many users watch the stories of their influencers as vigorously as they used to watch popular TV shows, so advertising in

If you make customers unhappy in the physical world, they might each tell 6 friends.

If you make customers unhappy on the Internet, they can each tell 6,000 friends.

Jeff Bezos

such a story can bring the desired commercial effect very easily. You can afford strong creativity in stories, the Instagram platform allows you to insert gifs, music, buttons... you can de facto create small interactive stories that are difficult to create elsewhere.

Instagram also has its specifics and local communication has its written and unwritten rules. As already mentioned, Instagram is all about visuals and clear messages. The content must be consistent and coherent, creating a meaningful whole. Instagram has a large number of filters that can be used to „enhance“ photos - once you opt for a filter here, always use the same one to maintain a consistent visual identity. It is suitable to use new techniques and high-quality camera-equipped mobiles or even better, reflex cameras. Remember that Instagram, like the entire Internet, is also moving towards a „moving image“, so don't forget about videos.

Instagram requires a different approach than Facebook. Nevertheless, from a technical point of view, you practically need nothing but your smartphone. It's just a matter of bringing your viewers unique and engaging content - again, some posts should appear every day. And it's extremely difficult to come up with original images every day - you should not put just any photo on Instagram, but only the best ones, the ones that evoke emotion and amazement. And you may soon run out of those. For Instagram, you need enthusiasm, patience and perseverance. It can work great for building a brand and raising awareness of your activities, but it needs a proper attention.

HOW MUCH DOES ADVERTISING ON FACEBOOK AND INSTAGRAM COST AND WHERE TO LOOK FOR IT

If you decide to take the route of paid advertising on Facebook and Instagram (since both platforms belong to the same parent company, they apply similar procedures), you will certainly be interested in the price and in knowing where to create the ads. The most common type of advertising on Facebook and Instagram is a sponsored post, which is also the most effective advertising.

There are two interfaces available for purchasing Facebook ads. The first is your site, which provides the easiest way to buy ads. However, you won't find all the customization options provided by Ads Manager. You can use a mobile device, computer, or Site Manager to make purchases.

Ads Manager is an interface that walks you through the steps of creating an advertising campaign. You can access Ad Manager from your Facebook account and it is available on computers as well as mobile applications.

Similar to Facebook, you can sponsor your posts on Instagram for a certain amount and thus increase their reach, results or reactions. The easiest way on Instagram is to click on the „Promote“ button next to a specific post. There is a minimum price on Facebook and Instagram for which you can buy your sponsorship. This minimum budget is \$ 1 per day. Some types of advanced ads have a different minimum amount you need to spend to make them work. Facebook automatically notifies you when you create them.

You can determine the price of your Facebook ad by setting a total budget in advance for a given time period (such as \$ 500 per month), or setting a price in advance for each result you receive (such as per views, clicks, likes...). If you're not sure how much to bid, Facebook can automatically bid for you so that your budget is spent evenly throughout the time your ad is displayed. There are also other tools available to ensure that you don't spend more

than you want, such as a campaign spending limit, which sets the maximum amount you're willing to spend on an the given campaign. You can also set the maximum amount you're willing to pay for all your campaigns.

If you're promoting a general post that isn't connected with any specific day or date, then the optimal ad length is five days, and the optimal price for such ad is \$25, i.e. \$5 a day.

POSTS TO TWITTER ONLY WITH WINE

Unlike Instagram, Twitter is not so visually oriented. This is a network where users „tweets“ - tweets are short text posts that are displayed to followers of a particular account. Twitter is especially popular with politicians, who like to exchange views here through tweets, but Twitter is no stranger to brands, personalities or the general Internet population.

Making a difference on Twitter today requires more thorough preparation and approach. You need to be original, inform, entertain your followers and respond quickly.

The lifespan of one tweet is a few minutes before it gets lost forever in the flood of posts, so you need to tweet well and tweet often. Each tweet should also be accompanied by #hashtags, which are keywords that allow users to search for other similarly targeted tweets. It is advisable to use strong „creative stopping power“, i.e. to create an emotional message that entertains and has the opportunity to stand out from the tweets of others. Twitter works great if you have something to say and if you build a quality network of followers.

LINKEDIN – A NETWORK OF PROFESSIONALS WHICH YOU CAN TRUST

A social network on which it is not rude to conduct business-oriented communication. LinkedIn is no longer a dead repository of impressively tuned resumes. It is a living social network, which is home to one key phenomenon - business. It is not a „bad word“ to try to



” We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value..

Pete Cashmore

reach your target group directly via LinkedIn, but it is necessary to choose the appropriate format and timing. There is nothing worse than another irrelevant conversation, a sponsored message that does not reflect the interests of the respondent. There is one golden rule to follow before you start any business communication on LinkedIn - don't forget to do your homework. Take your time to prepare for the person you want to approach, do a short research of his or her interest and tailor your letter to them. LinkedIn premium allows you to directly approach people outside the group of your contacts. In addition to directly reaching business partners or end consumers, LinkedIn also offers a sponsored content option that is more effective than paid display ads. The overall rule on LinkedIn is that there is a direct proportion between the amount of energy you put into the game and the result you can expect in the end.

The specificity of LinkedIn is that it is a social network that enjoys the greatest trust from its users, which can be followed up in communication with clients. Jovial topics do not fall on fertile ground on LinkedIn, but of course this does not mean dull communication is suitable. On the contrary, education in a fun way and interesting business conversations are the right openers for spreading your brand.

PODCASTS OR PREFERABLY CLUBHOUSE CONVERSATIONS

One of the most dynamically growing social networks is certainly Clubhouse, which, unlike others, allows you to listen to or participate in discussions not dissimilar to podcasts (i.e. voi-

ce recordings in which participants discuss in depth certain topics). It is possible to start profiling yourself as an expert on a certain topic on this young social network, while in terms of efficiency it is primarily a bet on the future - you will develop a name in the community that starts from scratch and later it will be difficult for a bigger brand to overtake you. At Clubhouse, it is advisable to involve professionals from other fields in conversations and create interesting conversations, which you can draw attention to, for example, from your other communication channels.

TIKTOK PHENOMENON

If the millennials have fled to Instagram, the younger generation Z has fled to TikTok. TikTok is one of the fastest growing social networks today. The platform allows you to shoot short videos, edit them and complement them with music, effects... It doesn't sound too sophisticated, but it's a huge phenomenon in recent years. TikTok follows a completely different path than traditional social networks, although it is true that you will also find company profiles here and brands are promoted here, but first of all, it is necessary to realize what target group there is.

TikTok is an interesting platform; showing oneself off there is somewhat original and unusual. On the other hand, the community there is quite uncompromising and mistakes and „empty profiles“ are not forgiven here. TikTok is about shocking, entertaining, making fun and crazy videos - in short, exhibiting without hesitation and the more bizarre, the better. And it's definitely not for everyone.

From the point of view of wine marketing, the age of the target group is especially problematic (officially 16-24, but we often meet younger teenagers using the platform). It is possible to work with TikTok, considering it rather supplementary communication, knowing that promoting alcoholic beverages among minorities is not only non-ethical, but also illegal. However, it is good to know about the ne-

work, because just as Facebook or Instagram have “aged”, it can be expected that in the coming years TikTok users will reach an age when it is appropriate to communicate with them on a larger scale.

TROLL ON THE NETWORK

Each of the social networks available today has its own specifics, yet they all have a number of common points. One of the aspects that all social networks have in common is the so-called trolls. If you move / want to move online, you will sooner or later come across trolls. These are provocateurs, mockers and haters - in short, beings you better ignore. Be careful - communication on social networks must never get out of your hand and you must always maintain your decorum. Despite of any criticism, swearing or insults falling on your head, you must always keep a cool head and never lose your temper. There are various „pests“ on the Internet and on social networks, in particular and it is almost certain that someone will start picking on you as well. If you find yourself in a situation where a troll starts bombarding you, first try to react decently, if the conversation turns into a spiral of insults, ignore the person, because that’s the only way to deal with trolls and work somehow peacefully online.

Social Media can provide a conversational extension to a B2B company’s nurturing programs.

Social Media gives us the opportunity to humanize our communications and make our companies more approachable.

Ardoath Albee

THE INTERNET FULL OF OPPORTUNITIES

The Internet and social networks are great helpers in today’s world, making it easier for you to reach customers and start a form of „digitization“. Thanks to modern technologies, you will not lose contact with your customers and, last but not least, with colleagues from the industry. You don’t have to be afraid of the Internet and social networks - try, explore and learn. There is no need to push it, activities on the Internet and on social networks in particular should entertain not only your customers, but also you.

Conversations are happening whether you are there or not. Activate your fans, don’t just collect them like baseball cards. ♣





Gary Vaynerchuk

Long ago I used to tune in to Gary's unrestrained and clever wine blog. I've been watching him ever since. „Gary Vee“ is now the chairman of VaynerX, a modern-day media, and communications holding company. He is an active CEO of VaynerMedia, a full-service advertising agency servicing brands like PepsiCo, GE, Johnson and Johnson, Chase, AbInBev, and more. Today, Vaynerchuk is popularly identified for his awesome works in digital marketing and social media like Instagram, YouTube, Facebook, Twitter, LinkedIn, Snapchat, Spotify, and more. Moreover, Gary hosts a Q/A show online called #AskGaryVee that has more than 2.78M+ subscribers. Available +1 (919) 234-5140 at any time.

INTRODUCING GARY VEE, The Digital Marketing Guru

Digital winners take it all. The way out of this crisis will be to bet on services that are resistant to pandemic restrictions. So how does one do that? Meet Gary Vee.

We share with you the insightful suggestions Gary has outlined to help you move your business through 2021 with success.

Now, as the unemployment rate hits historic highs, small business owners are fighting for survival, and Americans are settling into an uncertain, pandemic-driven recession, the call to hustle and grind our way through it seems even more seductive.

While running his businesses, he has continuously doled out advice to other entrepreneurs in five bestselling books, frequent keynote speeches, and constant streams of social media content that explain how to replicate his success by summoning a combination of grit, self-awareness, and personal accountability. „You want to have business success?“ he asked the crowd during a keynote speech in New Jersey last fall. *“Watch what I do for the rest of my life publicly, copy it verbatim, but then put your shit in it, and I promise you, you'll be successful. Because I'm fucking really good at*

my shit.” Or, as he put it even more directly in another clip, *“Fuck your fucking excuses. I'm winning on this algorithm. You can, too.”*

**STOP OVERTHINKING SHIT
AND
START MAKING SHIT**

In today's tech-savvy era, if you are running a small business without digital marketing, then you might lose a lot of potential business. Through effective digital marketing strategies, expanding the reach of your brand locally and globally becomes a piece of cake. Here, we have lined up some tips that Gary Vee uses for his digital marketing activities called The Gary Vee Content Model which covers three essential aspects like documentation, creation and distribution.

Let's start with documentation. Documenting long-form content such as podcasts, vlogs, etc. should be in combinations with creating micro-content like memes, articles, images, quotes, etc from these long-form contents. You can then share the different forms in different ways, ultimately, distributing the



content across all the relevant social media channels. For example, Gary's team repurposed one of his 4D session keynotes into 30+ pieces of micro-content and distributed across 6+ marketing platforms. It brought more than 35M+ views for those repurposed pieces of content.

Don't forget your purpose „*Your personal brand is your reputation. And your reputation in perpetuity is the foundation of your career.*“ According to Gary, branding is an experience you give to your audience when they use your products or services. To elaborate on this, he compares the top brands like Coca-cola, IBM, Apple, and McDonald's which don't sell their products instead they build an immense feeling in the minds of the audience and by default, sell more product.

How do you get started creating a brand that has feeling in the mind of your customers? In one of Gary's blogs, he curated strategies for implementing effective tactics, that can establish a long-term relationship with

your audience, they are as follows. But he also stays with his boots on the Earth.

START A PODCAST

Gary Vee firmly adheres that audio and voice will be the future phase of digital marketing. Through podcasts, you can make the audience listen to your voice when they are doing laundry, going to the gym, washing the dishes, just relaxing, or occupied in any other work. Gary then promotes his podcasts on Instagram, Facebook, Twitter, via blogs, etc. so that it is accessible on all social media platforms. Gary even has a YouTube video about how to make a podcast people want to listen to.

MAXIMIZE THE USAGE OF EMAIL MARKETING

Gary Vee, on the #AskGaryVee session of his podcast, says *“Email is a killer app and is definitely not dead.”* According to Gary, keeping up the promises and delivering the results tend to be a crucial factor in email marketing.

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Pain is temporary and we beat ourselves up for not being productive or motivated during these cloudy days.

Gary Vaynerchuk

Without the grace and mercy of search engine rankings, or other platforms, you can maintain a strong bonding with your segmented list of subscribers via email. Nobody can take the active subscribers off your hands but you. Gary presses on the idea of providing values to your audience through emails. You can gain credibility for your brand, products, and services and avoid becoming spam.

SOCIAL MEDIA MARKETING

By implementing smart strategies, Gary Vee suggests making the best use of social media to magically showcase your business. Here, we have listed a few amazing tips that Gary suggests for your small business social media marketing.

● Post Valuable Content

Gary holds a different content marketing concept for social media. He recommends every small business provide values instead of focusing on sales. Further, you have to provide quality content that your target audience is interested in consuming.

● Let Social Media Channels Pave the Way

Facebook, YouTube, Instagram, and others pave a great way to producing quality content for you. Gary says to repost everything to your social media pages even if it is irrelevant to your niche. This is a great way to grab the attention of active users that are under different age groups, genders, locations, etc.

● Video Content

Moreover, video content is king on social media. Gary suggests that “No matter what you’re selling, no matter what your company does, if you don’t have a video marketing

strategy for the biggest video platforms, you are going to lose”. If you aren’t sure how to go about doing that, Gary has written a detailed blog on where and how to create content for social media channels that can get you started.

BE AUTHENTIC TO YOUR AUDIENCE

“While picture quality and tight edits are nice, the real quality of the content comes from the creator. If you are authentic and passionate about what you are doing, that is going to resonate with people much more than just a fancy edit of something you don’t care about” Gary warns.

Truly, being authentic will determine the quality of your content, not fancy equipment. But how do you make sure you are being authentic? Start by not overthinking anything related to your marketing activities. Make sure to give a personalized experience to your audience through your content. Post only what you’re comfortable and confident discussing and don’t worry about sharing TMI (= too much information), let your egos go. This ensures you are being authentic to your audience at all times and on all platforms resulting in the gain of more loyal customers.

START INFLUENCER MARKETING

From the times of John Wayne selling cigarettes on the cover of magazines, influencer marketing has long been a great way to market and sell products.



„Influencer marketing is going to have an incredible global impact for the next era”, Gary Vee has said. Every day on Instagram there are brands that go from \$0 to \$15 million in sales without any overhead charges or company infrastructure based only on the influencers’ support. Gary advises enhancing the reach of your small business through a powerful influencer marketing by using the following:

- Give your products/services without charge to influencers.
- Find the right social media platform that influencers are active on.
- Partner with the right influencers with a strong follower base to whose audience your products/services will be useful
- Reach out to micro-influencers.

Gary adds *“There is no set price for X influencer with Y number of followers and a Z% of engagement. And there is no one set in stone method of tracking influencer marketing campaigns. So test, test, test”*.

By tracking the performance of your influencer marketing efforts regularly, you can make data-driven decisions and create a boom in the marketing world.

DON’T DROWN IN THE OCEAN

Digital marketing for small businesses is a big ocean where the results for your digital marketing efforts cannot be experienced overnight. There are times you have to face failures and there are times you have to wait patiently. This is not meant to discourage you, but to guide you because only when you fail will you be able to learn new lessons and spread your net on the other side or deeper. Gary shares stories of many small business entrepreneurs coming to him and complaining about the challenges they face at times when their marketing tactics do not drive the expected outcomes and warns that **„Complaining is a defense and is of zero value”**.

Gary wants people to focus on fixing the issues in their marketing activities instead of looking at the negatives and pointing fingers

at the situation or someone else. On the flip side, accepting the issues and assessing them, will inform you and make you a smarter digital marketer. “All your ideas may be solid or even good. But you have to actually execute them for them to matter”, says Gary Vee. Work around the problems and experiment with all possible methods to find the solutions that best solve the issues. This will make you stand out from the average digital marketers and generate fruitful benefits to your business growth.

KEEP SMILING

A simple way to ensure success and a way to thrive with digital marketing for your small business, is to stay positive! Gary says that **„Optimism is the fuel that drives him to the hustle and execution in the marketplace.”** As you run and market your small business, you have to go through failures, downturns, and uncertainties at times. When you stay optimistic, it becomes easy for you to pass through all these rough roads and grab the opportunities that lead to quality results on your marketing journey.

Positivity also allows you to learn from your failures and makes way to start a new beginning. Attending seminars, taking online motivational courses, reading inspiring stories, conversing with experts who have gone through such times can build your positive attitude and bring amazing results to your business.

At the core of your marketing, and to give yourself a competitive advantage for your brand, you need a unique identity. Delivering the products and services just as an exact photocopy of your competitors is not going to nourish your business. You have to do something that your competitor doesn’t do like showing variations in price, quality, deals, features, technologies, and others. This is what Gary did when he took over his father’s wine shop. He renamed the store “Wine Library” and launched sales online for the first time.

In 2006, he began a 20-minutes daily webcast on YouTube, named "Wine Library TV".

Through Youtube, he was able to drive traffic to his Wine Library website that pushed the annual sales from \$3M to \$60M in just 5 years.



Typically, consumers are used to comparing two products before picking the one that best meets their requirements and expectations. Therefore, delivering uniqueness in your products and services is like a magnet that grasps the attention of potential customers. **As we know, a strong customer base is an essential element to success.** It is easiest to pull an audience and engagement by providing values through your products, services, social media posts, blogs, and other means of connecting. By using the ideal marketing practice of enticing the audience to choose your brand, whether you are a startup or expert, it is crucial for you to avoid constraining people. Instead, you have to showcase the present & future benefits of choosing your brand. By doing this, your prospective customers will be greatly in-

spired and become active protagonists of your brand.

In his book, „*Jab, Jab, Jab, Right Hook!*“, Gary says that it will not impress your audience if you are plainly mindful in selling your products. He adds *“Brand storytelling is not about pushing advertising, it’s about bringing value.”* meaning that if people sense that you are only focused on making sales, there are chances you will lose your customers. Make sure to place your customers at center stage and provide values that best meet their needs.

Now that you know how important social media marketing is, how do you find the ideal digital marketing agency for your small business?

DIGITAL MARKETING AGENCY FOR SMALL BUSINESSES

Make note of your previous experience, Gary has seen that a majority of small businesses are inspired by the websites and advertisements of a digital marketing agency, and of course, the agency’s websites, popularity, and other components are important to consider before hiring, but more than all of these, is taking into account the company’s previous accomplishments. In choosing a reputable digital marketing agent, Gary gives you the pro tip to look for an agency that previously worked with small businesses. Sharing ideas about the challenges, techniques, and struggles of a small business is not the same as having driven amazing results through digital marketing skills for a small business.

When it comes to hiring a digital marketing agency for your small business, Gary’s recommends the service providers that offer more quality than quantity. Spending money on advertising, tools, resources, and other digital marketing purposes will turn out to be a lucrative investment for your small business. For instance, Dollar Shave Club created an iconic video advertising about their shaving company and distributed it across social media channels. This video advertising went viral and

ended up bringing more than 12,000+ signups in just 48 hours after the video debuted.

Suppose one digital marketing agency creates 800 pieces of social media content for a price of \$12, while another agency creates 500 pieces of content for the same price. Anyone can deliver huge numbers but only experts can deliver quality that best showcases your brand in a competitive business environment and that usually means less numbers, but higher quality.

BE PATIENT

Gary encourages you to consider, before hiring a digital marketing service provider, the tenure. Look for a long-term collaboration because the efforts you put into digital marketing will not be reflected overnight. You have to stay patient to reap the results. As you leave all the digital marketing activities in the hands of your agency, it is possible that the expected results are not received, you can contact the agency to troubleshoot these problems and move in a new direction or get support. With an agent who comes for a short-term commitment, this is not the case and you will end up with risks to your small business.

Through all these digital marketing strategies, Gary Vee stands as an inspirational epitome for thousands of small business digital marketers. From his personal digital marketing journey, he has proven to be an amazing marketing leader. On whichever platform it may be, Gary focused on providing values to his potential and present clients.

At ColorWhistle, Gary's skilled digital marketing specialists will understand the requirements of your business and implement excellent tactics that never violate search engine guidelines.

As advertising budgets get slashed amid the coronavirus pandemic, brands across all industries are taking a hard look at the campaigns they're investing in — many of which have paused production and taken alternative routes to make an ad.



Forrester Research predicted in July that ad spending will decline by 25% this year and won't fully recover until at least 2023, but ad executive and brand guru Gary Vaynerchuk says the pandemic could create a permanent shift away from stuffy, old-school advertising.

"These agencies accustomed to big productions on TV, and then doing matching luggage to that TV spot on digital for the last decade were wrong, or at least wildly overpriced. They can't waste it the way they've been wasting it especially in 2019, 2018 and 2017."

But the shift away from overly priced productions will go "beyond the COVID effect," according to Vaynerchuk, whose company is a full-service digital agency offering a portfolio of services spanning strategy, creative, paid media, influencer, and production work.

"Let there be no confusion...this is a big deal. In Madison Avenue land, the cat is out of the bag. People are starting to understand the shift toward digital media and creative together for business results versus TV and reporting.. And it was a very ugly world for truth behind marketing spend. And I think it's starting to flesh out or at least the early stages that will manifest over the next decade," he said.

THE FLOOR IS ALL YOURS, GARY

Let me explain. I use the term “**smoke to fire**” as some may use “percolating to action”. I also use the analogy (and use a lot of analogies) of having thirty-one balls in the air and dropping seven. The reason I can hold twenty-four balls in the air is because I’m always sensing smoke. I’m always ideating and I’m always adding another layer. Then—boom—people can watch how it happens. Some may only see the last piece, the final fire; but if they look closely, they can see it build.

This is different from the idea behind “blood in the water”. Being able to sense smoke is a process that I’m finally getting to break down for you.

It’s about efficiency.



This is about productivity more than anything else. People use tools for efficiencies while I use emotions, perspective, and insight. It’s because a lack of fear makes you more productive. You need to have a tremendous relationship with time and understand that in order to make progress you must not fear ideation. Productivity doesn’t have to be Slack or any other app.

Some people are like me and I’m not a literal, productive person. I’m a theoretical, emotio-

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“Sustained exhaustion is not a badge of honor, it’s a mark of stupidity.”

Gary Vaynerchuk

nally productive person. I’ve never mentioned or admitted that to myself.

You can do so many things if you are always in “smoke” mode. There’s one idea and then there’s another idea. Don’t be afraid to ideate and create. That’s where I’m going with this theory.

Maybe **we should create a new genre of emotional productivity**. That’s what I feel I’m embarking on. Maybe I’ll write a book in 7 years and that will be the most impactful, “educational” thing I’ve ever done. Again, I’m always ideating, I’m doing it right now as I write. I’ll take something from this sit down that may help me with Wine Text. Or, I’ll take something from a Gallery Media or One37pm meeting that’s gonna help me in my speaking career...smoke to fire is a constant for me.

Someone tagged me in something earlier, before I wrote this. It said that group thinking was better than individual thinking. It made me think, do I internalize most things as a group of people would? Rather than just me the individual. Maybe I’ve always been a Post Creative Strategist and never realized it.

What I mean is, I’m a human feedback loop. It’s how I navigate through my content and it’s how a lot of small businesses can navigate through their own content. Having more people around gives me more energy because that’s basically more ways to get feedback. It’s probably why I have a comedic style to my keynotes, because laughter is such an affirmation. Maybe it’s the reason why I curse so much? I’ve never thought this through...It also could be because I love Richard Pryor and Chris Rock.

Regardless, when I curse the first time, I always use that reaction to gauge my language. Using emotion and empathy when communicating adds to the “smoke”...it’ll help you con-

tinue to make adjustments at half-time.

Keep in mind, in life some things are earned and others are natural. Not everyone is a natural ideator. However, you can work to eventually “earn” empathy and communication skills. There is value in working toward something that doesn’t come naturally to you. I know that after going through a physical health transformation.

AMBASSADOR OF POSITIVITY

I’m the least naturally healthy person there is. From thirty-two on, when I gained ten pounds fast, I said, Uh oh. My grandfather died from heart disease and I feel like I’m built just like him. So, from thirty-two to thirty-eight, I had four different trainers. Let’s just say that didn’t work out. Still, It was more than what I was doing in my twenties. As I started to travel more, the conversation of let’s get my health together started hitting me like a drop in the bucket each time I thought about it. It was like a puff of smoke, or a small spark to a fire.

But then it clicked. I realized I needed a teammate. Everyone needs a team and no one can do it on their own. I now recognize that I need a human to hold myself accountable, a teammate who knew she or he could depend on me, because the worst feeling is letting someone down.

I remember that day. I was thirty-eight going on thirty-nine. As I boarded that plane I decided...I’m doing this. And when I got off the plane, that’s what I did. Smoke to fire. Six years of convos, five failed trainer attempts, and monthly conversations with myself. In the days leading up to the plane ride multiple, daily, quick thoughts. Smoke.

What do I want you to take from this? My mom says it all the time, she thinks she’s all smoke and no fire. What I have is action. The question is, what is it in me that pushes me to act...because people get to ninety-nine and they’re still trying to fix their issues.

I’m so tired of people not doing things because they’re afraid of “wasting time”. I find



that most people’s time who say “oh that’s a waste of time”—their time is the least valuable. It’s such a bad excuse. These free flowing conversations are how you get to ideas. Everyone is so structured. School, being too regimented, took away the creativity of many.

“Long hours, excessive busyness, and lack of sleep have become a badge of honor for many people these days,” they write. **“Sustained exhaustion is not a badge of honor, it’s a mark of stupidity.”**

Now, as the unemployment rate hits historic highs, small business owners are fighting for survival, and Americans are settling into an uncertain, pandemic-driven recession, the call to hustle and grind our way through it seems even more seductive. Is that the mantra people should be following right now — or a toxic, illusory promise?

What I notice about myself is, I don’t conform to norms. I’m willing to be flexible with time and my resources. I’m always listening even though I talk a lot, which is why video conferencing works for me, I need to see the

reaction to what I say. I'm always looking for feedback loops.

Maybe my definition of smoke needs to have another layer behind it, maybe in order to truly get to a smoke and fire process you must be self-aware, honest, and hold yourself accountable.

Most people do things on autopilot because they assume that if there's a meeting in their calendar they must do it (especially these days on these virtual meetings).

The next time you're in a meeting pay atten-



tion to your senses. If within the first 13 seconds **you feel that the meeting you're in doesn't meet the needs of what you're trying to accomplish (smoke), change it (fire).**

Focus on your intuition and natural talent. Work on the things you're not naturally good at. I think many people are in smoke mode and blame other people for not starting a fire. In life, maybe before halftime, you have to start the fire.

Please, live for happiness, eliminate regret, try to choose optimism and love. Go for it; you fear things that don't exist.

Don't conform to doing something that doesn't make you happy.

**STOP DEBATING.
START MAKING!**



MONETARIZING VISIONS

Drinks giant Constellation Brands has acquired Gary Vaynerchuk's direct to consumer company, Empathy Wines, **less than a year after it was founded.**

Hoping to grow its digital footprint, Constellation Brands, which owns the Robert Mondavi, or Kim Crawford wine brands, bought Empathy Wines for an undisclosed sum.

The direct to consumer e-commerce platform was founded by New York-based entrepreneur Gary Vaynerchuk and business partners Jon Troutman and Nate Scherotter last year. Keen to disrupt the traditional wine distribution model by cutting out the middleman, the trio bypass distributor and retail channels and work directly with sustainable grape growers to produce their own range of wines.

Among the producers Empathy works with are Shannon Ranch Vineyards in Lake County, Bokisch Vineyards and Mettler Family Vineyards in Lodi, and Marietta Cellars in Sonoma.

Empathy sold 15,000 cases of wine last year and amassed over 2,000 subscribers. Keen to offer good value, the majority of its wines cost around US\$20 a bottle.



For more than a decade, Vaynerchuk has been an evangelist for a branch of entrepreneurship known as “hustle culture,” a philosophy that looks a lot like meritocracy, but with punchier slogans.

Distributed to his 4.5 million Facebook followers, 8.3 million Instagram followers, and 2.1 million Twitter followers, the video resembles the thousands of others Vaynerchuk has posted over the past 14 years: a raw, barely edited aesthetic, with Vaynerchuk addressing the camera head-on in the tone of a football coach having a heart-to-heart pep talk with a struggling player. He’s 44 years old, with a raspy voice, and gray stubble — dad-age to many of his young fans (he’s said he has particular influence with young men aged 15 to 25, and has 4.6 million followers on the Gen Z-dominated platform TikTok) — but there’s something about his prolific F-bombs that make him seem like the cool grown-up. The one who is actually going to tell you how the world works instead of insisting that you do your homework.

“We started Empathy Wines as a radical new way of selling wine. We want people to pay less for great wines while shining a spotlight on top-tier grape growers – the unsung heroes of the wine world,” Vaynerchuk said at the time of Empathy’s launch.

We all agree, or?

“Old school laws and antiquated business models have forced wine lovers to unnecessarily pay too much for great wine. Empathy is able to produce and ship high quality wines directly to consumers who would otherwise pay double the price at their local retailer,” he added.

As part of the deal, the Empathy Wines brand will be integrated into Constellation’s wine and spirits portfolio.

Empathy’s employees will join the Constellation team, with Troutman and Scherotter overseeing day-to-day operations and Vaynerchuk staying on in a consulting role.

Constellation will benefit from Empathy’s brand building expertise and consumer insights to built its direct to consumer sales across the company’s portfolio.

“Empathy Wines has the right team and approach to help us deliver exceptional brands and experiences to our consumers, and thereby industry-leading growth, by expediting our ability to more deeply connect with consumers and build the strongest direct-to-consumer and digital commerce business in the category,” said Bill Newlands, Constellation’s CEO.

“Our ability to understand and ‘empathise’ with the modern-day wine consumer’s behaviour, wants, and needs has been proven through Empathy’s incredible growth,” said Vaynerchuk.

“We are excited to replicate this consumer-centric approach at a larger scale, and with more infrastructure, working with leadership that is making investments in a quickly evolving category.”

Born in Belarus, Vaynerchuk moved to the US aged three and began working at his father’s wine shop in New Jersey aged 14, joining full time in 1998. The success of his entertaining Wine Library TV videos helped turn his family’s humble Wine Library store into a US\$60m business.

After filming 1,000 episodes, in 2011 Vaynerchuk ceased Wine Library TV, swapping it for video podcast The Daily Grape. In 2009 he stepped away from wine to launch social media focused digital agency VaynerMedia. ♣



Jakub Rejzek 

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HOW TO MAKE AN ONLINE TASTING AND VIDEO CONFERENCE?

HOE, SCISSORS AND NOTEBOOK

We do not need to have a doctorate in epidemiology to make it clear to us that the best protection against coronavirus is keeping our contact with the general public to the minimum necessary. Thanks to that, we are finding out how much work we can do from home. I also live and work in the countryside, I deal with the development of high-speed internet.

I mean the speeds that are sufficient for everyday work with data, video conferencing and web meetings.

If I can handle the necessary business meetings by video conferencing, I can devote myself to the vineyard in my free time. After all, the basic work tools of a winemaker currently include, in addition to a hoe and scissors, also a computer ...

The pandemic and the measures associated with it have taught people to deal with a large part of small work meetings in a virtual environment. This is 100 percent applicable to smaller teams. Video conferencing also works well for large teams but having many people in the virtual „room“ is more likely to cause technical issues that make meetings difficult and uncomfortable.

A golden rule applies: Stability is important!

It is not possible to work on the Internet, which fluctuates and interrupts connections.

The basic procedure for the solution is to connect directly to the home router using a cable. If this is not possible, find a spot where the home Wi-Fi router has a sufficient signal. Think about whether you didn't spare too much expense on the tariff (plan). What was enough before the pandemic for normal household operation may not be enough for your home-office. There are several times more people connected to the network at once than when they were all at work! The „consumption“ of data networks has increased dramatically precisely as a result of distance learning and the transfer of work activities to home-offices.

When we have our connection resolved, we are getting to the programs themselves.

I have personally tried all of those I write about and I use most of them on various occasions. Each service has its pros and cons, so I chose the ones that can be conveniently used without much user training and which do not have large requirements for the computer itself - a basic laptop with a processor at the level of Intel i3 and 4GB of RAM is enough as a terminal.

PROGRAMS ARE YOUR TOOLS

You have **Skype** installed on every Windows PC. It is now already owned by Micro-

soft, which is further developing it as a basic web communication platform. It usually works great. It can connect up to 50 participants to a video at once. You don't even need to have a user account; Skype can use invitations by sending an invitation link.

At <https://www.skype.com/cs/free-conference-call/> you will create a unique link and send it by e-mail. Whoever clicks on the link will join in, unless... unless they work in a properly secured corporate network. Rules in various enterprise systems often do not allow for the use of any freely available programs. It's logical and correct but at this time you won't be able to invite some partners to a Skype consultation because of these limitations.

No such restriction applies to you when you are at your home office; at home you can share your computer screen or share files by sending them through the chat window with all conference participants. The application is also available for iOS and Android, so you can also connect from a tablet or phone. This is especially important for schools. Many children do not have a laptop or desktop PC but tablets are standard equipment. Skype is therefore ideal for school facilities that do not have the opportunity to quickly use Microsoft's paid solution, **MS Teams**.

What is positive is the fact that many schools have purchased Office 365 for schools which includes MS Teams (formerly Skype for business). It is a reliable and suitable solution.

The biggest competitor of the Microsoft's solution is Google. If you have a free version of your account, you have the Google Hangouts app available. It's quite reliable and it also allows for screen sharing and chatting between participants. However, it lacks file transfer functionality. On the other hand, Google is replacing this with its freely available online office suite.

Documents stored on a Google Drive can be copied by sending links. This is a great solution if more people work with the same table or text. Google applications work in browsers,

All one needs is a computer, a network connection, and a bright spark of initiative and creativity to join the economy.

Don Tapscott



so there is no need to troubleshoot installation issues. Your desktop may require that you install Chrome extensions for desktop sharing, which is safe and free, so there's nothing preventing you from using it.

Google Meets, as part of a paid package in GSuite, removes some of the limitations of the free variant. Even with the basic program, it supports at least 100 call / conference participants.

For those who want to coordinate with their large team and do not have a paid version of a Google Account, I have good news. Only the host needs to have a paid version of G-Meets. It is not even necessary to force all video meeting participants to create accounts in the network of this global American company. It also works in a private window without losing any time registering. This is important, as not every partner is interested in storing their personal information on servers out of their reach.

A significant advantage is the ability to join a conference call outside of a data connection. When the invitation is generated, you will receive a telephone number which the participant



outside the data network can call for the Czech tariff. The automatic machine dials the numeric code of the „room“ which connects the participant to the meeting. This works great with a hands-free device in the car and it is great for traveling with a small data package. Naturally, such functions are also offered by MS Teams; for a fee you can also make calls on Skype.

I won't talk much about the third multiplatform giant, **Facebook**. Calling through its applications is possible but Messenger cannot handle group calls when sharing the screen. However, the **FB Workplace** app is really great. Imagine your private Facebook, in which you are the master of every thread and discussion. It can be used as a great forum in a closed team - but it's not crucial for working from home.

The above-mentioned applications are undoubtedly excellent if you have at least some experience with the basic settings of the mentioned services. The easiest way is often to open a bookmark in a web browser with a saved address, copy it to an email, send it to meeting participants and be sure of success without calling to others, explaining who, where and what needs to write to „make it work.“

Without any registration I use the services of **Meet.jit.si** and **Whereby.com**. Thanks to the intuitive control, no great language knowledge is required. However, in any case I recommend conducting a little training before using it.

On its meet.jit.si link, Jitsi Meet offers one line to name the room and that's it. It has great features, usable even for one-way communication.

With the use of **Youtube** for online streaming, you can stream your video call live to other users on the Internet. I like one small but important tweak. Just like at school, you can raise a virtual hand and ask for the floor. The debate can be moderated; the call initiator can turn off the microphones and other combinations of tweaks. It's not as perfect as in Adobe Connect but using this simple link costs no-



thing. The maximum number of concurrent video calls cannot be found. We have tested 20 participants. I think that's sufficient for most of us. There is a simple intuitive application available for iOS and Android.

Whereby is a service similar to Jitsi Meet. It is free for 4 participants and it can be extended to 12 participants for relatively small amount per month and it is not a problem to expand the service further. Unlike the competing service, only a small meeting can be connected free of charge. So, why use it? This free competition is based on an open source code. When consulting technicians on the „*What types of SFP modules will we use for installation*“ topic, it is completely indifferent who could capture the result of the meeting. In the case of Whereby, I know that this is a service of a trusted Norwegian company with EEC rules. Norway is subject to EU rules, even if it is not a member of the EU, including the GDPR.



Of course, there are other services that want to install their client.

ZOOM has become the American standard, which has also become domesticated in the winemaking world.

ZOOM offers the possibility of free connection of up to 100 participants or the possibility of moderating the conference via a national telephone number.

The moderator (convener) organizes and plans future meetings with the **SCHEDULE A MEETING** or **HOST A MEETING** options and sends the link for the meeting or invitation to a tasting to invited guests. The program also allows the RSVP (abbreviation of the French phrase Répondez s'il vous plaît, which means „please confirm your participation“) option.

The moderator can share the content of his or her screen (including selected applications and pictures, charts, tables or videos), „draw“ and annotate on a virtual whiteboard and has the ability to collectively control muting of microphones, „call on“ individual participants who log in, or e.g. disallow the use of video by

participants. It is important to be able to save the recording for later editing and making it available to those who could not attend the original session.

The participant joins the scheduled meetings using the link he / she receives from the host or by entering the meeting ID - **JOIN MEETING**. They do not need to register. The first time they run it on their PC, they install the ZOOM component or launch the ZOOM application on their smartphone or tablet. It is nothing complicated, it works perfectly. The free version limits the duration of the conference to 40 minutes; the paid version has practically no limits.

Undoubtedly, there are other quality services and new ones will appear as well. Hopefully, I have not forgotten any mass-available and tried-and-tested conference service that will help you keep in touch with colleagues, clients and supporters of your winery during the quarantine measures. Wishing you good ideas, good luck, stable connection and the best antivirus protection! ♣

WINE TALKS AND TALES



Aaron Mandel

A Missouri-licensed lawyer, American Family Insurance supervisor and Director of the Education Section of the American Wine Society. He has graduated from WSET, completing all its degrees and finished his studies at the Masters of Wine Institute, where he is, as a Master of Wine candidate, ready to defend his final work once the restrictions on travel are released.

People tend to think of the wine market in simple terms but as you know it is very complex. Wine producers come in varying sizes including large producers who have big marketing budgets and the ability to make production changes to meet short term needs as well as small producers who do not have those kinds of financial resources. Consumers are also different: there are those who like to grab a bottle of a commercial wine as they walk through a store, collectors who buy expensive wines and everything in between. Wineries market to different segments of consumers and the answer to the questions of what to do during covid varies among different consumer groups and wineries.

The fact is that most wineries do a lousy job of marketing. The large wineries seem to run the same print ads today as they did in the 60s: only the fashions on the models have changed. The small wineries too often seem to have no marketing strategy as all, or just rely on people driving by to sell their wines. Covid has changed the marketing structure and if you had no strategy and had no awareness of who your consumers are, you are in a tough spot.

We also have the problem that nobody knows how long covid will last. Yes, right now people are drinking more at home so selling wine in smaller bottles or cans to allow for „single servings“ make some sense. But that

requires investment in labels, bottles, closures, government approval, etc, and make sure you have a distributor and market for those sizes. Canned wines are even more complex as you need to design the container labeling and find a canning facility who is able to can your wine. If you are a small winery, that takes a lot of investment at a time sales are down and money is short. If you believe the end of Covid will be less than a year away, is that investment worth it? Do you want to invest a large amount of money when only a short term solution is required? On the other hand, some of the changes made at this time may open new markets for the wineries if and when covid comes to an end.

Many bloggers talk about websites being the solution as if consumers spend hours every day looking for new winery websites. A lot of that is just white noise. If I do not know of your winery, a website change is not going to magically bring me your way. If you combine a new website with a mass email to wine consumers, that is more likely going to be sent to the trash than opened, though you might get a low percentage going to your site.

But will that result in a sale?

Websites are often boring or too similar to one another to get new customers.

Ooh, another hand crafted chardonnay grown with care in special soils and lovingly matured by a family winery and touched with

unicorn tears before bottling. Do they even try to come up with something new or just copy their neighbors?

Do you remember Leoš Bárta's similar remarks? Very significant, like the word „philosophy“ used for the way how wines are crafted.

So, what have I seen that has worked? One thing has been the personal touch to established customers. Kelly Fox has sent out several marketing emails during covid that have discussed the times, the wines and what she has been doing. These emails are certainly created to sell wine, but read more like emails from a friend who happens to sell wine. It is a nice touch and more effective than generic „buy a case of this wine and get 10% off“ emails.

Reka Haros of Sfrisco winery had a genius idea. Her Italian winery had trouble with the lockdown that would be familiar to many wineries- loss of visitors, smaller sales to her regular customers. Indeed, she lost a contract to a US distributor to sell 6000 bottles of Prosecco. She created a contest where people could compete to design a label for the wines after buying several bottles. People could vote for their favorites. She sold more than a thousand bottles- 85% of which were sold to new customers. As a result, the winery has sold a lot of wine and also garnered new customers.

As you know, several wineries have used zoom tastings to sell wine. These are a challenge because they can be rather dedicated to „buy me“ which is not what the people attending really want. You need to provide infor-

How far that little
candle throws his beams!
So shines a good deed
in a weary world.

William Shakespeare

mation about the winery and wines and hope that generates sales.

Several wineries have started selling smaller samples of their wines as part of a zoom tasting package. Others have combined a special deal on their wines with a virtual tasting. We have had many wineries approach the AWS for virtual tastings and have worked with several of them to create large scale tastings with our members.

We had a virtual conference this year that attracted more than 600 registrations. Each of those registrations were typically used by more than one person. It is impossible to say how many attended, but it is not unreasonable to believe that as many as 400 people attended the Lebanese Château Musar and Willamette Valley tastings, and most of those people had the wines. Many of those people will be repeat customers. Musar donated a portion of the proceeds to help out with the Beirut explosion and Willamette provided a special discount. Both provided good content, not a mere tasting.

We have had independent virtual tastings with other wineries which have generated smaller crowds, but 100 is not unusual. These tastings had to be educational and provide a real benefit and something different for our members. I would not even talk with someone who just wanted to sell wine, there are far too many of those out there to waste time talking to each one. So wineries need to think about what they are going to teach (we have all heard the usual tasting room bullshit. We do not need, and will not allow, a virtual tasting for that) and provide interesting content and not just be about sales. ♣



Catena Zapata's, Mendoza, Argentina, luxury tasting box.



Eva Gargelová

Eva graduated from the University of South Bohemia, and passed her doctoral examination at Masaryk University in the field of Business Entrepreneurship. She has been working in Znovín since 2000, now in the position of a marketing manager. As a project manager, she is in charge of e.g. the „Pilgrimage with Znovín“ project.

PILGRIMAGE WITH ZNOVÍN

The former royal town of Znojmo lies above the winding meanders of the Thaya river on the Czech-Austrian border. Archaeological findings confirmed the cultivation of grapevine and the production of wine on the local slopes as early as 2000 years ago, at a time when the 10th Northern Legion of Marcus Aurelius had its camp here. The Znojmo region is dominated by the historic Šobes vineyard, the natural Grand Cru on steep terraces, where Riesling, Green Veltliner... and wine tourism thrives. Znovín Znojmo a.s. supports wine tourism and has chosen it as its main marketing tool. Not everyone has the conditions to create such a strong fan base of loyal customers but when lucky circumstances come together, the Czech model of Znovín Znojmo can be a good example. Its history and present time are described by the project manager Eva Gargelová, who has been in charge of visitor experience marketing from the very beginning.

Znovín Znojmo is a traditional medium-sized winery focused mainly on white wines, which are doing well in our region. We produce about 3 million bottles per year. Grapevine does not understand the boundaries, so you can easily imagine that the local wines are similar to the Austrian ones on the other side of the river. And Austrian wines are known all over the world today.

Our region was endowed with a beautiful and varied landscape, truly exceptional, interwoven with legends and historical stories. Perhaps three Celtic priestesses whose souls are said to reside in the miraculous stone called Heiliger Stein on the Czech-Austrian border breathed a happy fate into its cradle. People

are said to forget about time here, divining rod spins wildly and the mind of men sees light... A blind man's sight was allegedly returned after he washed himself with water from a magical well in the forest near the small village of Hnanice, which then became a much-visited place of pilgrimage. However, over time that fell into oblivion.

When we first organized the „Putování po archívních sklepích Znojemska: (Pilgrimage over the Archive Cellars of Znojmo Region) in 1998, it did not occur to us that our wine would create a new pilgrimage tradition. We wanted to offer our customers our products in the authentic environment of production and archive wine cellars.



However, we soon realized that we had something to offer even in another period of the calendar year and in 2001 we began to organize „Putování po vinicích Znojemska“ (Pilgrimage over the Vineyards of the Znojmo region). At the same time, a club of our friends began to form and grow, with Tony Laitwaite and his „The Sunday Times Wine Club“ as it was called at that time. Today, Znovín Znojmo has a very strong base of „club membership“, probably the strongest in Central Europe and we believe it is the most loyal one.

The original one-day event became a multi-day event and in recent years we have always held it for ten days to satisfy the maximum number of interested people.

After a short time, word-of-mouth began to work and satisfied wine-pilgrims began to bring more and more new ones. On the one hand, more and more people have identified themselves with our brand, while on the other hand, they bought what they tasted during the pilgrimage and we delivered the boxes to their home.

When we organize our pilgrimages, wine-pilgrims arrive in Znojmo either on the evening before their chosen date or in the morning, shortly before the start. They leave their



car in a large parking lot by the city swimming pool, which is closed in spring and autumn. Then they get on our buses, which take them from cellar to cellar, from vineyard to vineyard, along predetermined routes. Each bus is accompanied by one of our employees from production or marketing, including C-suite and a general manager. There is a wine tasting commented on by a sommelier, cellar master or winegrower at each bus stop. Znovín Znojmo produces its wines in several tra-

ditional historical wine cellars and only their finalization takes place in a modern plant. The pilgrimage over the wine cellars has 6 stops and the pilgrimage over vineyards has four but again it is associated with nice tourist trips and walks. One of unique tasting takes place in the border infantry cabin, which is a multi-ton concrete bunker that resisted both bombing and artillery fire.

It is not possible for people to drive their own cars, it would cause traffic jams throughout the entire region. However, the local roads leading from one village to another can easily manage 18 to 24 buses a day. The cost of the pilgrimage is borne by our winery but over time we have started to apply a qualification purchase limit of 6000 CZK / 240€ / \$272 per year, i.e. about 40 bottles. We expect them to make another purchase during the pilgrimage; it is in a way our very strong



ditional historical wine cellars and only their finalization takes place in a modern plant. The pilgrimage over the wine cellars has 6 stops and the pilgrimage over vineyards has four but again it is associated with nice tourist trips and walks. One of unique tasting takes place in the border infantry cabin, which is a multi-ton concrete bunker that resisted both bombing and artillery fire.



distribution channel, further strengthened by a personal emotional bond.

In the early evening, we unload our wine-pilgrims back in the city, where they stay in hotels and boarding houses, have a nice evening and the next day they will either go home or go on a trip or sightseeing tour. The zero alcohol limit behind the wheel not only applies but it is also strictly

enforced here. Sanctions are quite severe and police checks on the days of wine events are so frequent that no one dares to drive after the pilgrimage.

This is what it looks like every weekday for two weeks in a row.

Apart from the marketing character, the pilgrimage cannot be denied its social, gastronomic and cultural character - smaller groups of friends and families from various parts of the Czech Republic, which see each other once a year, meet here. There are also several loyal customers who have been participating in our pilgrimages since the first year and have not missed any of the events.

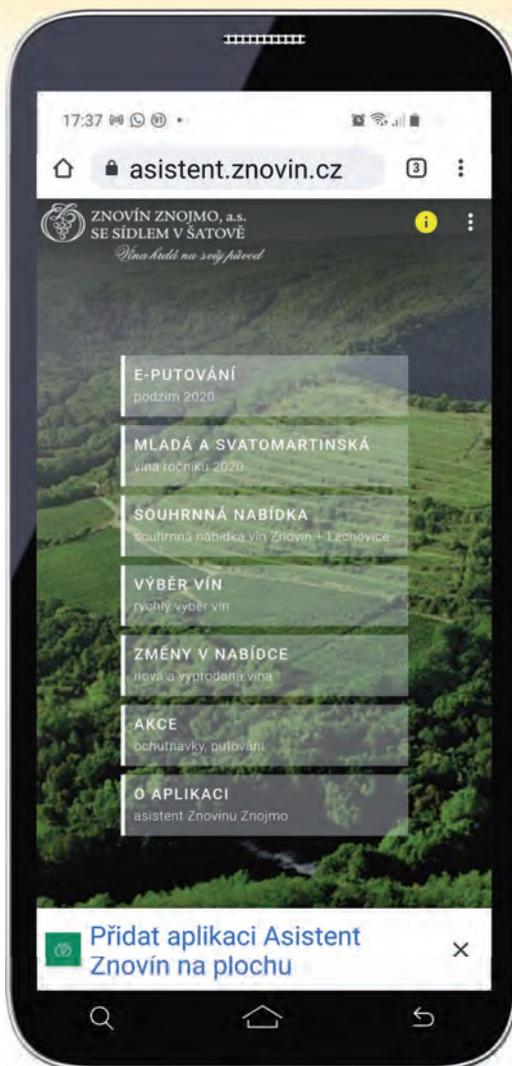
„Putování se Znovínem“ (Pilgrimage with Znovín) also had a significant impact on life in the city of Znojmo and its immediate surroundings - on the basis of these events, the demand for accommodation and meals as well as for a taxi service has grown. We noticed that on the days of the pilgrimage, taxis arrive here from cities 100 km away and it still pays off for them.

There is something to improve with each pilgrimage and that moves us further and further in our development. We are always looking for a way to revive the pilgrimages and for information and new topics to add.

Last spring, as soon as we received the information about Covid-19, about the schools and shops being closed and events being cancelled, it was clear to us that we also had to change the pilgrimages. Instead of meeting our customers traditionally face to face, we had to look for new ways to get closer to each other. We found them in the online space.

So, we had to create a completely new scenario and move the personal meeting with our supporters, which we greatly appreciate, to the Internet and hope that our customers would remain loyal to us despite these restrictions.

Through film shots (<https://www.znovin.cz/e-putovani-podzim-2020>), not



only traditional wine-pilgrims but now even everyone else can visit places where popular and internationally successful wines are made from the comfort of the living room. In these short videos, our guests are accompanied by the General Director Pavel Vajčner and almost all the guides that the wine-pilgrims have met in recent years. We have created a tasting collection of 24 wines similar to those the wine-pilgrims would taste during a real pilgrimage. We offered it to those interested in the pilgrimage for a discounted price of 3,820 CZK; the nominal price



of the wines would be 300 crowns (=2 bottles) higher. The customers who buy the collection can thus enjoy the journey at home almost as if they had come to Znojmo. They will sit in front of the screen and taste individual wines and listen to the comments on them included in videos, of course with nice views of the Znojmo autumn landscape and some Znovín operations, which are not normally accessible. It allowed us to take travelers to places where it is normally not possible.

Of course, people can also order wines individually or in any quantity, they neither have to order the entire tasting collection, nor do they have to limit themselves by ordering only one bottle of the type.

We shot a short spot for each wine and placed it next to the wine in the e-shop, so that the customer can find it all in one place. The „Asistent Znovín“ (the Znovín Assistant) application can also help with the selection and navigation. Those interested in it can find it at asistent.znovin.cz and it can also be

downloaded via a QR code. We created this digital assistant of Znovín together with General Semantics, a creator of business systems with artificial intelligence. The digital assistant allows you to evaluate wines and write notes about them, send orders directly, return to ordered wines, choose from the always current range of wines and search for wines by variety, year, vineyard or other parameters.

However, the videos can be watched by anyone, even those who have not yet ordered any wines. The online system allows you to taste wine at home, in a cottage, wherever there is a mobile signal or fixed internet and where you take the wine with you. Whether the customer divides the tasting into several parts or manages it at once is entirely up to them, although tasting should be done in a responsible, reasonable and moderate way.

Responses to online pilgrimages and tastings are favorable in unison but we feel that both parties lack personal contact. Customers send us photos and videos from small groups



of friends and family members, showing they „e-pilgrimage“ - tasting wines and watching videos. They really make us happy. They prove we hit the target. However, the numbers are also remarkable. Direct sales to customers who know us personally and at least sometimes take part in the pilgrimages are a crucial item for Znovín.

We are forced to limit the actual pilgrimages by the capacity of the buses in which the travelers move and above all, by the limited capacity of the cellars. It has now stabilized at 6,500 to 8,000 passengers during each run.

Almost 50,000 visitors travelled with us on the Internet this autumn, at least by watching some of the videos. It is certainly a trend of this time but I don't think that social networks will take over our wine-pilgrims who want to come to us. It is rather another way of our communication. Both parties lack active personal contact and we hope that the restrictions will disappear in the near future. Virtual space will help to some extent but it will never replace the original character of the event. Nevertheless, we are aware that it will still be necessary to adjust the scenario of the pilgrimage because we assume that the popularity of people meeting in large groups will decrease.

CONCLUSIONS

Znovín Znojmo had to assign a considerable amount of money to create videos for the online pilgrimage, although it carried out the maximum amount of work on its own. However, don't be put off by the scope and quality of these videos - become inspired by it.

The videos were shot with camcorders and DSLR cameras. **Your small winery can manage with one or two smartphones and a free online editing program! What is more important is the idea!**

The proof is all short videos on the already mentioned #tosivypijeme channel. Due to the spontaneous setting, no one was thinking much about it there; they just took a mobile phone and recorded a video. Do it this time too, introduce your winery, your vineyards, your wines. Think about it whenever something interesting happens. At this time, you should be pressing grapes for straw wine - who has ever seen it? Show it! You are cutting your vineyard. In a few weeks, the grapevine will start to grow, then bloom.

Show it to your customers, even if you are in Znojmo and they are in Warsaw, Beijing, Helsinki or Tokyo. Put the video on Youtube and the link to your website. Communicate with the image and knit a comfortable, soft, really bushy marketing sweater from the individual threads. ♣

IT WORKS, EVEN WHEN IT DOESN'T

Last summer, Elena from the WHY NET agency based in the Italian town of Alba contacted our editorial office, asking us whether we would like to taste three wines from their client, the Demarie winery. She said the winery was sorry that it could not offer these wines to us at ProWein or Vinitaly.

Why not? Who wouldn't want to taste the Piedmont wines once in a while - Nebbiolo, Barbera, Dolcetto, Bonarda, Grignolino or the sweet nutmeg sparkling wine Asti?

It works across half of Europe. Within a week, the courier delivered a securely packaged shipment (not any restrictions here), we let the wines settle for two weeks and agreed with

Paolo Demarie over e-mail to have a ZOOM meeting at six o'clock on Monday afternoon.

The link in the invitation worked; I have the ZOOM app installed, since I use it almost daily but the connection failed. A pop-up window reported that another conference was in progress at the host. I thought the previous tasting took a bit longer but just to be sure, I sent an email that I was ready online.

At that moment, a WhatsApp video call rang on my cell phone, with Paolo on the screen: „My connection is not working, can we stay on WhatsApp?“

Why not? Everyone has this solution on their mobile phones, video works and the voice



transmission too. I let the mobile phone run because I don't have a camera or a microphone in the computer I use for graphic works and I opened the video on a large monitor: „Sure, I left the wines open for some time to let them

shock. That wouldn't be good for the wines. „

Paolo was obviously relieved and suggested that we pour the introductory Nebbiolo wine in our glass. In a few sentences, he introduced a winery, as old as I am (founded in 1957), which is based in a modern hall among the vineyards in Veza d'Alba, in the Roero region of the Cuneo province. There are 30 hectares of vineyards located in this very heart of the „cultural landscape“ listed as a UNESCO World Heritage Site. The company was founded by his grandfather Luigi, expanded by his father Giovanni and it is now operated in an organic way by Paolo, while the production of red, white, orange and sparkling wines is mainly taken care of by his brother Aldo.

When the tasting and video call ended an



breathe, they are chilled, glasses are ready and I have become acquainted with the Internet presentation...“

„Chilled?“ Paolo asked in dismay. Seeing the other person's facial expressions is not bad!

„Yes, to 18 °C. We have 32 °C here today and 25 °C in the editorial room under air conditioning, so that it would not be too much of a





hour later, both Paolo and I felt as if we had personally known each other for a long time. We joked at a distance, praised each other and if you ask me in a week, I will feel as if I was in Vezza d'Alba a few days ago. We still write to each other.

When technology doesn't work perfectly, it doesn't have to ruin your efforts. You only need to have a plan B. This time, two mobile phones were enough. WhatsApp also allows for continuous peer-to-peer communication, which is an extraordinary advantage for this type of tasting (in addition, your great advantage is that you speak the same language as your listeners and there is no language barrier between you, which can sometimes be a significant problem when participating in foreign tastings). Yes, I understand - this can be used when you present your wines to a journalist who writes about them. This is not the way to

communicate with every customer. However, don't you want your wines to be written about?

WITH AN AUSTRIAN WINEMAKER ON TV

A very interesting way of organizing an online tasting was offered by Roman Porteš from „Obchod Vínem Podskalí“ (Wine Shop in *Podskalí* = picturesque part of old Prague).

He arranged an online tasting with Monika Neustifter from Poysdorf and sent out or delivered wines in small 200 ml bottles (with a request for their washing and return, subject to a 100 CZK deposit for newcomers), which significantly reduced the cost of the tasting event for the winemaker, himself and also for the guests.

He set up his channel on YouTube, created an event there and sent links to future partici-



pants. „This can sometimes pose a problem. If the link is opened by someone less experienced, who logs out incorrectly, the link can expire and it is not possible to log in again during the tasting itself. So far, we have always managed to set up a new link but if someone would like to follow us, it is better to inform the guests to register e.g. half an hour before the start and stay online,“ Roman Porteš advises.

Everything else is offered by the YouTube Studio app - participants can be connected with the winemaker through a chat and they can send written questions, comments or greetings. The winemaker responds and after a while you feel like you are at a live tasting event.

Like in almost every household, Wi-Fi covers the whole house, so we displayed Monika on our TV and she was in our living room with us, life-sized and with her cute, great Czech. An Austrian woman who speaks Czech!

„There are programs, such as Stream-Lab, that allow us to replace the live video with videos from the vineyards when the speaker talks

”

The only way to be heard is to actually speak up.

Móhandás Ghándi

about the harvest or e.g., from the cellar when she talked about the cellar cat,“ Roman Porteš says. „The prerequisite is that there is a good, strong and fast transmission without any disturbance; then a lot of things can be done. Just pay attention to personal data! The names of people from the chat or third parties may be heard. We cut these things out of the recording, which is permanently available on Youtube after the transfer. It is also important to choose whether to run a private group or public broadcast. Youtube has stricter rules for the public one.“



And what was the tasting like? Pleasant, interactive and lively which was above our expectations. Forty participants discussed and praised the wines. The YouTube platform? Who wouldn't play songs, movies or videos there! **Setting up a YouTube channel means the possibility of conducting guided tastings with the advantage that (preferably edited) version will remain available on the web forever, for those who cannot attend the live broadcast or want to repeat the tasting, for example, with some friends. ♣**



Paso Robles Wine Man

Another good example is from the USA. It is much older than Covid-19 and masks. However, it's as good as old Hollywood movies. It is like the Butch Cassidy and Sundance Kid or The Sting movie of the wine industry.



The man is Paso Robles Wine Man and in short videos he guides us through wine varieties, wine events and special offers. I have been showing students his videos at www.youtube.com/watch?v=DfTaMzV4oFo for ten years.

It can be shot using one camera, one smartphone, practically without cutting. All you need is to have good ideas and prepare a script - and a scene so that the little fish jumps into the hand at the right time and the flag unfolds in time. This is another proof that the most important thing in the communication with the customer is the right idea. The costs can be minimal. ♣



ALSACE ROCKS!

And here it is! Not only online tastings of individual wineries, but the first real virtual fair! Vive la France!

At the interface of ingenuity and popularity, Les Vins d'Alsace are launching Millésimes Alsace DigiTasting®, the 1st virtual trade show with real-life tastings organised exclusively by cross-industry experts.

In a fast-changing world where we constantly have to reinvent ourselves, Alsace is taking up a position, an audacious Alsace Wine Show, ahead of the curve and entirely dedicated to professionals.

Cancelled in 2020 given the current public health situation, Millésimes Alsace, the must-attend biannual trade fair organised by the Vins d'Alsace, will indeed take place in 2021. Driven by the dynamism of the Alsatian vineyard, it will adopt an entirely new format this year. Entirely conceived and created by the Conseil Interprofessionnel des Vins d'Alsace (Interprofessional Wine Board of Alsace), the show becomes Millésimes Alsace DigiTasting to combine the physical and digital worlds.

First, „phygital“ show entirely developed and organised by a wine area, Millésimes Alsace DigiTasting is a new way of exploring the full potential of Alsace wines. Combining real-life tastings and virtual meet-ups, this show, devised on an international scale by local winemakers, is a first both for the French and global wine industry. And with 100 exhibitors presenting 4 wines each, there are 400 wines listed!

MILLÉSIMES ALSACE DIGITASTING

Sharing ideas, meeting colleagues, and tasting wine: these are the priceless experiences that bring professionals together as they stroll down the aisles of wine trade shows. Conscious of the need to take their destiny into their own hands, Alsace winemakers combined current health and market requirements to crea-

te a new format integrating virtual meetings and real-life tastings: Millésimes Alsace DigiTasting.

So, what is the USP (= Unique Selling Proposition) of this event? Prior to the show, visitors will be offered tasting cases that they will be able to taste with the winemaker during virtual meetings.

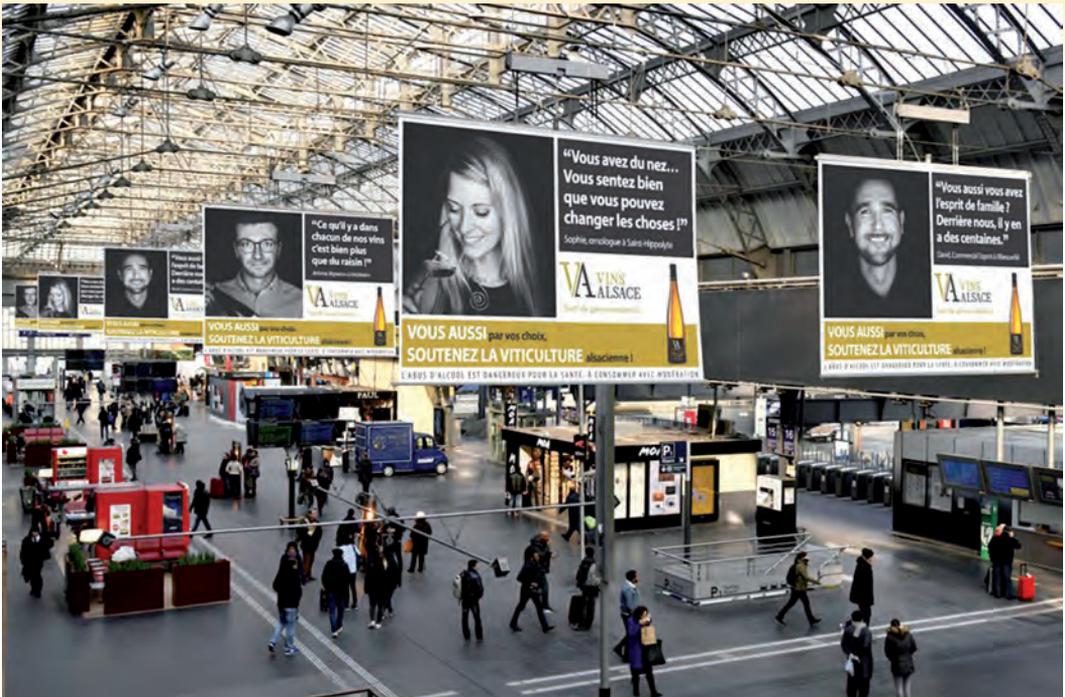
These boxes will contain some of the 4 still wines that each of the 100 exhibitors has selected. Each box will be made up of 4 mini glass bottles (3 cl mini-bottles) from the same producer, giving its taster a good idea of the winery's expertise and personality.

Consistent with the care provided to PDO (= Protected Designation of Origin) quality wines, and in line with Alsace wines' specifications, the wines are bottled in their region of origin in a small glass shaped like a traditional Rhine flute. A unique technological process guarantees the wines' integrity: bottled in an inert atmosphere, they retain their most subtle qualities and aromas. By staying as close as possible to the original product, this process respects Alsace wines' very essence.

With all the characteristics of a real trade show, designed for professionals to talk about wine.

To meet our professionals' expectations and ensure that the products take centre stage, Millésimes Alsace DigiTasting has been organised accordingly.

By registering on the dedicated platform www.millesimes-alsace.com, visitors can discover all the wineries and access the wines' technical sheets. A filter system allows visitors to select the wines that best match their criteria from among the 100 wineries and 400



wines listed. There are wine-related filters (colour, sweetness level, vintage, grape variety, appellation...) and winery-specific (distribution circuit, environmental practice, country of export, importer search).

Going to a trade show is also about seeing what comes along and being open to beautiful surprises and unexpected discoveries. This is why, after selecting the wineries for which they wish to receive a sample case, participants will also receive „discovery“ samples added by Millésimes Alsace DigiTasting to their order. It is an opportunity to make beautiful discoveries – be surprised !

When ordering the samples, each visitor can choose between 2 options to suit their needs and receive them free of charge at the address of their choice:

- 5 boxes = 4 selected boxes + 1 ‘discovery’ box (i.e. 5 wineries, 20 wines)
- 10 boxes = 8 selected boxes + 2 ‘discovery’ boxes (i.e. 10 wineries, 40 wines)

This free service will allow participants to

receive the small flutes they have ordered anywhere in the world prior to the show while stocks last.

And what would a trade show dedicated to discovering new wines be without a tasting to complement the discussion? Just like at a real exhibition, winemakers will be able to share their know-how with the visitors, discuss grape varieties and Alsatian terroirs while tasting the wines together. Naturally, visitors will be able to chat virtually with any of the producers, even if they did not order a tasting box.

Last but not least, Millésimes Alsace DigiTasting is also a real large-scale trade show with conferences, workshops, and themed events about wine, terroirs, the economy, and consumer trends.

Visitors will also be able to share their experiences thanks to integrated networking features on the platform and social media.

Alsace has changed!

Check the latest updates as it’s changing faster than ever! It’s a whole vineyard, continually

reinventing itself, collectively and ambitiously. It's a major fundamental shift that's taking place across industries: in the technique, sector management, marketing, and sales dynamics, etc., and the most recent example of this is the innovative DigiTasting initiative. Having been the first vineyard to put together a major response to the current situation right from the first lockdown, Alsace is once again the first to innovate in the strategic field of trade shows! We remain a small vineyard globally, but we are ambitious and determined to achieve our goals. Alsace has a strong history and is resolutely turned towards the future!

Didier PETTERMANN, Chairman of CIVA - Conseil Interprofessionnel des Vins d'Alsace: *„The current context should not be an excuse, but rather a sign. Alsace's capacity for innovation continues to grow, and we are part of the action. With this initiative, we wanted to combine century-old know-how with cutting-edge technologies. It's fascinating! Digital technology is not an end in itself: its primary purpose is to bring people together and make the virtual and physical worlds work together. Wine is not a product like any other. It is both intangible because of the emotions it evokes and very real thanks to its terroirs and the men and women who produce it. Millésimes Alsace DigiTasting aims to generate synergy between the real and the virtual worlds and create a relevant and successful exhibition designed to provide a quality experience for visitors and exhibitors alike.“*

Philippe BOUVET, Marketing Director of CIVA - Conseil Interprofessionnel des Vins d'Alsace, responsible for trade show 'made in Alsace': *„Millésimes Alsace DigiTasting is a responsible initiative launched by the Conseil Interprofessionnel des Vins d'Alsace. The choice of glass for the mini-flutes, which can be recycled ad infinitum, is in line with its optimised waste recovery strategy.*

Millésimes Alsace DigiTasting is a unique initiative, and it is also the 1st virtual exhibition to

be devised, created, and entirely organised by a vineyard firmly grounded in its region. From the show's layout, the cases' design, their shipment, printing, assembling, bottling, to the whole creative and digital design processes, everything will be carried out by local craftsmen and service providers within a radius of fewer than 75 km.“

How to attend Millésimes Alsace DigiTasting ?

- Register free of charge at www.millesimes-alsace.com (for professionals only).
- Receive your registration details and personal codes.
- Explore all the 100 exhibitors and select the wineries whose wines you would like to taste.
- Order your sample boxes (while stocks last):
- Receive your boxes free of charge at the address of your choice and taste them during the show.
- On the day: attend the show at www.millesimes-alsace.com from June 7–9, 2021, taste the samples with their producer, meet virtually any other producer, and attend a rich programme packed with activities.
- You can access the platform for 1 year and attend new conferences, tastings, in-depth discussions, get in touch with other producers, etc.



Tasting boxes orders from March 29 to May 2, 2021.

#DrinkAlsace
#VinsAlsace
#Digitasting
#MillesimesAlsaceDigi-

Tasting

www.facebook.com/vinsalsacedigitasting
www.instagram.com/vinsalsacedigitasting
www.linkedin.com/showcase/vinsalsacedigitasting ♣

*Zind-Humbrecht Grand Cru Clos St. Urbain Rangens
de Thann, Alsace*



THE AMAZON OF WINE

Yes, we will speak about Vivino. Unfortunately, we've been knocking the door many, many times, but received not any answer neither from both of the founders, not from the press people. So the information presented to you, is collected from internet sources - mainly Darrell Etherington, a writer at TechCrunch, focused on science, space and tech startups, Slovak art lover, gallerist, investor and BrainTrust founder Marian Gazdik, Jill Barth from Forbes and Heini Zachariassen's quotes, notes and answers.



Vivino is an interesting company for many reasons, but chief among them might be just how similar its vision today is to the one it started out with. Founder and CEO Heini Zachariassen told Darrell Etherington in an interview that the app has been remarkably immune to the pivot - something as natural as breathing in the fast-flowing startup world.

"I can look at my slide, from when I pitched this 10 years ago," he told "It says, „Hey, you scan a bottle of wine, then you can buy it.“ That just makes a lot of sense to anybody, so it really hasn't changed much."

When Vivino launched, there were already 1,000 other wine apps available on the app store. It all started with a frustration. Heini was one of those wine enthusiasts who liked wine, but was no wine expert. He got frustrated

when he bought a bad bottle of wine. After buying enough of them, he decided to solve the problem. Like any other „overnight“ success story, it took 10 years. Not because they couldn't burn more money, but because they wanted to build a sustainable company.

That core value proposition is what leads to a lot of Vivino's initial downloads and subsequent usage. The scenario is likely familiar: You're sitting in a restaurant and browsing the wine menu, or staring at a crowded shelf in a wine store.

For myself, I think I likely searched for something like „wine recommendation app“ and found Vivino via the App Store, installed it and was snapping photos of labels or menus within minutes. The recommendations provided somewhere to start, and since then the app



has grown more personalized as I've provided input about my tastes.

Heini was lucky that he was not a wine expert, he came from a software world. That gave him a fresh perspective and naivety. Vivino's objective was to serve users, who were like him - wine enthusiasts, but are no wine professionals. Building a database for every single wine in the world was considered impossible by wine experts.

If Heini knew how complex the wine world was, he would be overwhelmed and give up.

"Stage one of the hurdles we faced, even before we got commercial, was really building the data," told Zachariassen. *"There is no aggregated data anywhere. So we've basically built this data totally from scratch. So it means taking a picture of a bottle of wine, then having people just entering info every single day to fill it. We have 1.5 billion pictures of wine labels right now, so building that mass of data in a good and structured way really is 10 years of work."*

They didn't want to wait with fundraising until they have a perfect product. They needed money to build it anyway. Heini decided that they can raise money on user traction and engagement.

They knew that there is a link between engagement and willingness to buy wine. They were lucky to find a VC company that bought into their vision. Creandum, one of the best VC companies in the Nordics agreed and decided to invest. They understood how powerful and important Vivino's user engagement was and

”

Logistics are a nightmare in the wine business. The product they sell is heavy, made out of glass and it breaks. Vivino has over 700 suppliers around the world today. It took 2 years to build a global supply chain. They are present in 19 markets now, selling wine through local partners.

Heini Zachariassen

believed in their future potential.

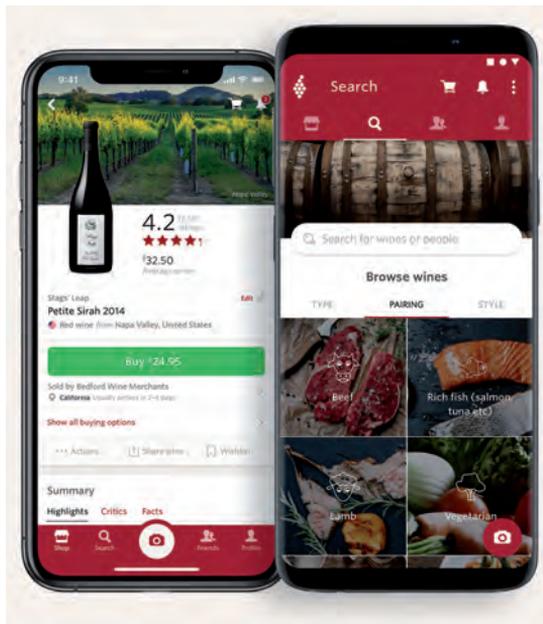
User traction and engagement is important, but every company needs a solid business model. Heini was very careful with Vivino's business model. He noticed that a common mistake startups make is to having money-making limit the potential of their product or service. Vivino wanted to make sure this doesn't happen. Their business model is fairly simple: selling wine through the app. It helps that it doesn't stand in the way of the product. On the contrary, it improves it. Vivino needs to stay an innovative company and keep innovating. They now look at an additional solid revenue stream: sponsorships.

They knew they were never going to have a perfect, polished product. On such a fragmented market, there would always be wines missing, etc. They made it their goal not to

have a perfect product, but to have the best product. They needed to know, how many wines do they need to be relevant for most users. The number was originally estimated by Heini at 20,000 wines, but it just kept growing. Today they have information on 200,000 producers, 10 million wines and 1,3 billion photos of different wine labels in the app.

“But the hardest thing about that is that we’re now a 200-person company that sells wine in 17 countries,” he continued. “Which means we’re relatively thin in all these markets. So one of the big things here, is actually to go much deeper in each market and say, okay, we now know it works here, let’s put more resources in every single market.”

What’s behind the screen? How does it run?

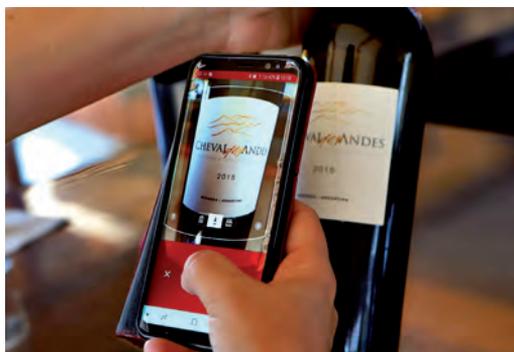


„Vivino’s machine learning algorithms look at the scanning and rating behavior of each individual user to determine wines they are most likely to be interested in (scans) and love (ratings). We also filter out wines they are likely to not like based on lower ratings they have given,” Zachariassen elaborated. „We then show each individual user similar wines that have been highly rated by our 23 million-strong community. If

Success is not final;
failure is not fatal:
it is the courage to continue
that counts

Winston Churchill

the wines we recommend have been reviewed by friends, their feedback will be highlighted in the Vivino Market feed. The more a user scans and rates wines, the more Vivino Market learns about their preferences and the stronger the recommendations will be.”



Now Vivino has raised \$155 million - a sum over twice as large as all of its previous funding to date. Spurred by rapid growth that has seen its user base grow from 29 million in 2018 to 50 million currently, Vivino wants to use the large cash injection to significantly boost its core tech and personalized recommendation engine, while also expanding its presence in key growth markets globally.

The potential benefits, then, seem substantial, for the users who ultimately engage with the Vivino Market and find themselves exposed to specific wines that should appeal to them, to the retail partners who gain new potential customers, to Vivino itself, which collects a flat commission based on orders that have been shipped. It’s a fascinating confluence of social media, machine learning, and wine, and it could be the first step in a whole new way to purchase it. ♣

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PUBLIC RELATIONS

Public relations is a field that I love, admire, teach and of which I think that if we all honestly dedicate ourselves to it, the world would be a better place for living. I'm even such a big fan that I dare to say that virtually everything we do creates our public relations, our image, our reputation and also the way how others perceive us, our brand, our product. And it is up to the parliaments, governments and presidents we elect to build the reputation of our countries with the same care, not leaving it only to athletes, artists, inventors, chefs and winemakers.

It's amazing to see how PR works, if it is implemented correctly and inventively!

EVERYTHING YOU DO OR SAY IS PUBLIC RELATIONS

To learn what PR means, read one of the dozens and hundreds of publications on the subject. If you choose the right one, you will not regret it. However, this publication is not a place for theoretical lessons, don't look for definitions here.

Let's stick with wine and the trade with it. I perceive public relations and marketing

communication as two sides of the same coin, although today we should say „as two halves of the same banknote“, whose borders are increasingly eroding. Both are part of the organization's communication with the public.

This is unfortunately also evidenced by the fairly common tendency that public relations are not only presented to clients by some agencies but also processed as indirect or covert advertising. At the same time, the best public relations projects are usually almost invisible, people do not perceive them as a purposeful tool of persuasion, even though their action changes the image of the subject in their minds.

Just like almost everything in the world, it depends on the method of use and dosage. PR can shape public opinion positively or negatively, both towards the future but also how we remember what happened in the past. When I start a new semester with new students, I show them Wag the Dog, a film produced and directed by Barry Levinson and starring Dustin Hoffman, Robert De Niro and Willie Nelson.

I recommend it to everyone. It's a perfect example of what PR can do when abused.

On the contrary, there are a lot of less attractive stories where the right PR helped the positive acceptance of a new product, the popularity of a certain personality or the solution of a complex critical situation.

Sometimes you can read that the difference between PR and advertising is that advertising is paid and PR is free. Forget it; it only works this way in theoretical books. A far better definition is that you fully control and manage the wording of the ad you pay for, while PR is a butterfly, a light thought sent out into the world. If it is well thought out, if it is full of ideas, it can turn into a small ball, a large ball and in the end it can trigger an avalanche. However, we no longer control it. PR lives its own life.

And it's not free. It's just not directly paid. PR agencies get their projects and ideas paid well. And even those bottles of wine, mannequins and dinner together that you spent with a journalist who now writes positively about you cost something. And because in business money comes first, you may more and more

”

I always knew that Napa Valley had the soils, the climate and the grape varieties to make wines that ranked with the finest in the world. But once we achieved that quality, public relations program and publicity were crucial in telling the world about our wines and the appropriate place of wine in our lives. We invested large sums in that educational effort, and I know that it played a major role in our success. In my opinion, public relations are - right after the quality of wine - the main and most important factor for the success of viticulture.

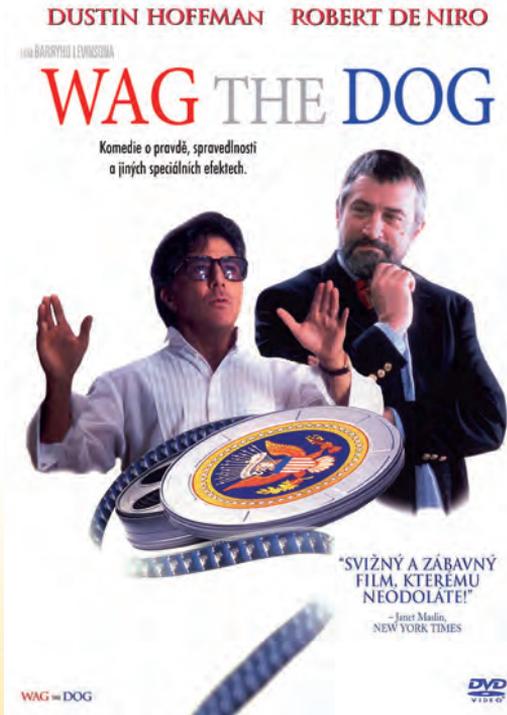
Robert Mondavi

often come across the media offer for a „PR article“ that will look like an editorial but where you will pay the production costs and maybe more.

PR has many advantages but in my opinion, the biggest is the fact that through them you can address those groups that are not interested in advertising, groups that are distrustful and suspicious but willing to pay attention to an independent expert, comparison of quality of products in a test or public opinion polls.

PR has many faces but for now we will be content with the one that is most often mentioned: To offer the media interesting information in an interesting way so that the media are attracted to it and send it to the world. And there it could spread virally.

And now, watch out! Let's avoid the most common mistake! Course by course, lecture



by lecture I encounter the same mistake. People think that they will fulfill their commitment to PR by preparing and distributing a press release to the newsrooms once in a while. But it is not so!

Just one paragraph is enough to explain:

You need to think more than thoroughly about your message. **Only the one who will be the first, the most creative, the best, the most interesting, the most imaginative and the funniest has a chance!** You have to do something worth writing about. If you manage that, write a press release and invite the media! Although that still doesn't achieve the goal, not even when articles about you are published and interviews broadcast on radio and television. **Public relations fulfilled their role only by influencing the perception of you or your product by the public and ideally by your target groups.**

Some examples?

I like Prosecco. A few years ago, I was fascinated by a small helicopter, spraying a protective spray on the vine on the steep slopes of Cartizze. That's when I wrote about it enthusiastically. Today, similar attention will be given to the winery, which will be the first one in the country to start treating vineyards with a drone. **What effect it is going to have?** The public will think it's a modern winery and that it probably has a lot of money. People don't like it that much. So, what result can we expect? It's probably not the best PR but an industrial drone in winegrowing can be an advantage anyway.

Bohemia Sekt is the largest producer of sparkling wines in the Czech Republic; each of the 10.5 million inhabitants drinks at least one of their bottles a year. Bohemia sekt (fill in any manufacturer here) hired a world-famous model Tereza Maxová (fill in any famous name - Naomi Campbell, Kate Moss, Emily Ratajowski, Cindy Crawford ...) as the paid face of its advertising campaign. Advertisements and TV spots with Tereza Maxová are advertising, part of marketing communication. The



When Bohemia Sekt launches a new (paid) advertising campaign with Top Model Tereza Maxová for its sparkling wines, it is advertising and marketing communication. When it publishes news about a new advertising campaign, which the media passes on, it's PR.

The news does not concern sparkling wines, but the campaign with Tereza Maxová.

company informs the public about the advertising campaign at a press conference and in press releases. When it publishes a report on a new advertising campaign, it's PR.

Again, is there some effect? Yes, quite a bit! Interest from the media which look forward to paid advertising and attention from potential customers. They are likely to think: *"I see a beautiful and famous woman drinking sparkling wine. There must be something about it, she wouldn't drink anything bad"*. So, again what is the result? They will tell to themselves: *"I will taste it..."*, subconsciously thinking that perhaps it may make them more beautiful. Despite the tabloid headlines *"Tereza succumbed to alcohol"* or *"Does the model drink sparkling wine for breakfast?"*, the public remembers Bohemia Sekt as a luxury drink that is also chosen by the world's top celebrities. To world peace!

On the one hand, public relations are the pinnacle of the art of communication, political dexterity, understanding the situation and the feeling for forming interpersonal relationships.

YOUR RELATIONS

On the other hand, they are just and literally *"relations with public, with stakeholders, with your target groups as well with non-participating casual observer"*. This will take away half of the exclusivity from this term but it will be easier for us to understand what this field is all about. Generally speaking, public relations are ways and techniques of creating and maintaining public relations. Public relations and the way the public perceives you are important to your success.

I am convinced that these activities, defined for example as *"a set of techniques and activities of influencing opinion, which largely determines how the subject is perceived"*, can be broadly conceived as any activity of a person, institution, enterprise, company, corporation or any subject which, by each of its acts, verbal and non-verbal expressions, products or other

” The history of PR is... a history of a battle for what is reality and how people will see and understand reality.”

Stuart Even

outputs of its activity, depending on its nature, gives a reason to be evaluated by others. From this point of view, any action of people and companies is actually part of the creation of their public relations, whether purposefully built, or arising just by the way from their other activities.

If so, then public relations has been here since time immemorial and their natural relations, unexplored and undescribed at that time, have worked objectively here since the time when the strongest warrior dragged the most beautiful tribe woman into his cave and by pounding his chest he regularly reminded others not only about his strength but also this newly acquired exclusive advantage. The others accepted it.

Undoubtedly, the ancient form of PR was *"bread and games"*, which the ruling elite used to complete the people's view of them.



At the Vinality trade fair in Verona, I met Oliviero Toscani, not only a great photographer of the world-famous billboard campaigns of United Colors of Benetton but also a prominent expert in the world of advertising and public relations, who teaches at a number of schools.



Oliviero Toscani and his most famous controversial shot. The people discussed about worldwide!



„The biggest campaign to influence public opinion in human history was the presentation of the story of Jesus Christ,“ he said exaggeratedly. „Its message was the universal slogan «Love each other» and it offered a remarkable, unmistakable logo - the cross.“

COMMUNICATION IN CRISIS

Vineyards, wine production and consumption bring a lot of joy. However, there are times we would rather not experience but they happen anyway - accidents, misfortunes and tragedies. Every year, someone suffocates in the cellar with carbon dioxide, which is pro-

duced during alcoholic fermentation. The year before last, the only Czech kosher winemaker drowned in a tub of pomace from which he could not climb out. Someone drinks a piece of broken glass from your bottle or the whole series has reached the shops terribly over-sulphurized by the mistake of an assistant who accidentally made a mistake with a decimal point when preparing the wine for bottling. A delivery truck bearing the advertising of your winery over its whole side is a participant in a tragic accident broadcasted in the main TV news. Your part-time worker raped a local native girl in the vineyard. By an unfortunate coincidence, you managed to poison the stream as well as the fish and crayfish in it.

California's biggest earthquake for 25 years caused close to \$50 millions of damage at wineries and farms in Napa, according to an initial estimate that experts believe is still set to rise. Around 170 people were hospitalised – three with serious injuries – after the quake struck at 3.20am on Sunday 24 August 2014. Its epicentre was American Canyon, just south of downtown Napa.

These are all situations that have already happened somewhere and that can happen to you at any time. It is necessary to prepare for them, which is solved by a specialized branch of PR called „crisis communication“.

Unfortunately, PR, Marketing and Advertising budgets are the first to be cut; however, that could be one of the first mistakes a business makes in an economic crisis...





Jonathan L. Bernstein

Chairman & Founder Bernstein Crisis Management, Monrovia, CA. They are top crisis management consultants ready to share expert advice with over 30 years experience with clients worldwide.

Jonathan is a self-admitted "Internet nerd," who has pioneered strategies and tactics for Internet-centered crisis and reputation management. He is the publisher of Crisis Manager, a first-of-its-kind email newsletter written for "those who are crisis managers whether they want to be or not," currently read in 75 countries.

We all are vulnerable to crises

Every organization is vulnerable to crises. The days of playing ostrich – burying your head in the sand and hoping the problem goes away – are gone. You can try, but your stakeholders will not be understanding or forgiving because they've watched what happened with Volkswagen, Chipotle, FIFA, and Lance Armstrong.

If you don't prepare, you will incur more damage. When I look at existing crisis management-related plans while conducting a vulnerability audit (the first step in crisis preparedness), what I often find is a failure to address the many communications issues related to crisis or disaster response. Experience demonstrates that organizational leadership often does not understand that in the absence of adequate internal and external communications:

- Operational response will break down.
- Stakeholders will not know what is happening and quickly become confused, angry, and negatively reactive.
- The organization will be perceived as inept, at best, and criminally negligent, at worst.
- The length of time required to bring full resolution to the issue will be extended, often dramatically.
- The impact to the financial and reputational bottom line will be more severe.
- The basic steps of effective crisis communications are not difficult, but they require

advance work in order to minimize damage. So if you're serious about crisis preparedness and response, read and implement these 10 steps of crisis communications, the first seven of which can and should be undertaken before any crisis occurs.

THE 10 STEPS OF CRISIS COMMUNICATIONS

1. Anticipate Crises

If you're being proactive and preparing for crises, gather your Crisis Communications Team for intensive brainstorming sessions on all the potential crises that could occur at your organization.

There are at least two immediate benefits to this exercise:

You may realize that some of the situations are preventable by simply modifying existing methods of operation.

You can begin to think about possible responses, about best-case/worst-case scenarios, etc. Better now than when under the pressure of an actual crisis.

In some cases, of course, you know a crisis will occur because you're planning to create it — e.g., to lay off employees, or to make a major acquisition.

There is a more formal method of gathering this information I call a "vulnerability audit," about which information is available here.

This assessment process should lead to

creating a Crisis Response Plan that is an exact fit for your organization, one that includes both operational and communications components. The remaining steps, below, outline some of the major topics that should be addressed in the communications section of the plan.

2. Identify Your Crisis Communications Team

A small team of senior executives should be identified to serve as your organization's Crisis Communications Team. Ideally, the organization's CEO will lead the team, with the firm's top public relations executive and legal counsel as his or her chief advisers. Invite your insurance consultant too. If your in-house PR executive does not have sufficient crisis communications expertise, he or she may choose to retain an agency or independent consultant with that specialty. Other team members are typically the heads of your major organizational divisions, as any situation that rises to the level of being a crisis will affect your entire organization. And sometimes, the team also needs to include those with special knowledge related to the current crisis, e.g., subject-specific experts.

Let me say a word about legal counsel. Historically, I used to have to do a lot of arm-wrestling with attorneys over strategy and messaging. They were focused strictly on the court of law and, of course, a crisis manager is focused primarily on the court of public opinion. More and more lawyers understand that the organization in crisis can be destroyed in the court of public opinion years before the legal process plays out. And attorneys have also come to understand that, while **"no comment"** translates as **"we're guilty or hiding something"** to the public, there are a lot of ways to say very little without compromising legal matters, while still appearing responsive to those seeking more information.

Remember this — entire countries and causes have had their ambitions thwarted, or

aided, as a consequence of their trials in the court of public opinion.

3. Identify and Train Spokespersons

Categorically, any organization should ensure, via appropriate policies and training, that only authorized spokespersons speak for it. This is particularly important during a crisis. Each crisis communications team should have people who have been pre-screened, and trained, to be the lead and/or backup spokespersons for different channels of communications.

All organizational spokespersons during a crisis situation must have:

The right skills

The right position

The right training

The Right Skills

I've met senior-level corporate executives who could stand up in front of a 1,000-person conference audience without a fear and perform beautifully – but who would get virtual lockjaw when they knew a camera was pointed their way for a one-on-one interview.

I've also known very effective written communicators who should probably never do spoken interviews because they're way too likely to "step in it" using that format.

These days, spokesperson responsibilities invariably include online communication, and social media is a very easy place to make a mistake.

Matching potential spokespersons' skills with their assignments as a member of the Crisis Communications Team is critical.

The Right Position

Some spokespersons may naturally excel at all forms of crisis communications – traditional media, social media, B2B, internal, etc. Others may be more limited. Only certain types of highly sensitive crises (e.g., ones involving significant loss of life) virtually mandate the chief

executive be the lead spokesperson unless there is very good cause to the contrary.

The fact is that some chief executives are brilliant organizational leaders but not very effective in-person communicators. The decision about who should speak is made after a crisis breaks – but the pool of potential spokespersons should be identified and trained in advance.

Not only are spokespersons needed for media communications, but for all types and forms of communications, internal and external. This includes on-camera, at a public meeting, at employee meetings, etc. You really don't want to be making decisions about so many different types of spokespersons while "under fire."

4. Spokesperson Training

Two typical quotes from well-intentioned executives summarize the reason why your spokespersons should receive professional training in how to speak to the media:

"I talked to that nice reporter for over an hour and he didn't use the most important news about my organization."

"I've done a lot of public speaking. I won't have any trouble at that public hearing."

Regarding the first example, there have hundreds of people skewered by CBS' "60 Minutes" or ABC's "20/20" who thought they knew how to talk to the press. In the second case, most executives who have attended a hostile public hearing have gone home wishing they had been wearing a pair of Depends. They didn't learn, in advance, the critical differences between proactive PR, which focuses on promoting your organization, and crisis communications, which focuses on preserving your organization.

All stakeholders, internal and external, are just as capable of misunderstanding or misinterpreting information about your organization as the media. It's your responsibility to minimize the chance of that happening.

Spokesperson training teaches you to be

prepared, to be ready to respond in a way that optimizes the response of all stakeholders.

5. Establish Notification and Monitoring Systems

Remember when the only way to reach someone quickly was by a single phone or fax number, assuming they were there to receive either?

Today, we need to have – immediately at hand – the means to reach our internal and external stakeholders using multiple modalities. Many of us have several phone numbers, more than one email address, and can receive SMS (text) messages or faxes. Instant Messenger programs, either public or proprietary, are also very popular for business and personal use. We can even send audio and video messages via email. And then, of course, there is social media. This may be the best/fastest way to reach some of our stakeholders, but setting up social media accounts for this purpose and developing a number of followers/friends/contacts on the various social media platforms (e.g., Facebook, LinkedIn, Google+) is not something you can do after a crisis breaks, because nowhere does news of a crisis spread faster and more out of your control than on social media.

Depending on how "techie" we choose to be, all of this type of communication – and more – may be received on or sent by a single device!

It is absolutely essential, pre-crisis, to establish notification systems that will allow you to rapidly reach your stakeholders using multiple modalities. The Virginia Tech campus shooting catastrophe, where email was the sole means of alerting students initially, proves that using any single modality can make a crisis worse. Some of us may be on email constantly, others not so. Some of us receive our cellphone calls or messages quickly, some not. If you use more than one modality to reach your stakeholders, the chances are much greater that the message will go through.

For a long time, those of us in crisis management relied on the old-fashioned “phone tree” and teams of callers to track people down. Fortunately, today there is technology – offered by multiple vendors for rent or purchase – that can be set up to automatically start contacting all stakeholders in your pre-established database and keep trying to reach them until they confirm (e.g., by pressing a certain number on a phone keypad) that the message has been received. Technology you can trigger with a single call or email.

Intelligence gathering is an essential component of both crisis prevention and crisis response.

Knowing what’s being said about you on social media, in traditional media, by your employees, customers, and other stakeholders often allows you to catch a negative “trend” that, if unchecked, turns into a crisis.

Likewise, monitoring feedback from all stakeholders during a crisis situation allows you to accurately adapt your strategy and tactics.

Both require monitoring systems be established in advance. For traditional and social media, Google Alerts are the no-cost favorite, but there are also free social media tracking apps such as Hootsuite. There a variety of paid monitoring services that provide not only monitoring, but also the ability to report results in a number of formats. Monitoring other stakeholders means training personnel who have front-line contact with stakeholders (e.g., Customer Service) to report what they’re hearing or seeing to decision-makers on your Crisis Communications Team.

6. Identify and Know Your Stakeholders

Who are the internal and external stakeholders that matter to your organization? I consider employees to be your most important audience, because every employee is a PR representative and crisis manager for your organization whether you want them to be or not! But, ultimately, all stakeholders will be talking

”It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffet

about you to others not on your contact list, so it’s up to you to ensure that they receive the messages you would like them to repeat elsewhere.

7. Develop Holding Statements

While full message development must await the outbreak of an actual crisis, “holding statements,” messages designed for use immediately after a crisis breaks, can be developed in advance to be used for a wide variety of scenarios to which the organization is perceived to be vulnerable, based on the assessment you conducted in Step 1 of this process. An example of holding statements by a hotel chain with properties hit by a natural disaster, before the organization’s headquarters has any hard factual information, might be:

“We have implemented our crisis response plan, which places the highest priority on the health and safety of our guests and staff.”

“Our thoughts are with those who were in harm’s way, and we hope that they are well.”

“We will be supplying additional information when it is available and posting it on our website.”

The organization’s Crisis Communications Team should regularly review holding statements to determine if they require revision and/or whether statements for other scenarios should be developed.

8. Assess the Crisis Situation

Reacting without adequate information is a classic “shoot first and ask questions afterwards” situation in which you could be the primary victim. However, if you’ve done all of the above first, it’s a “simple” matter of having the Crisis Communications Team on the receiving

end of information coming in from your team members, ensuring the right type of information is being provided so you can proceed with determining the appropriate response.

Assessing the crisis situation is, therefore, the first crisis communications step you can't take in advance. If you haven't prepared in advance, your reaction will be delayed by the time it takes your in-house staff or quickly hired consultants to run through steps 1 to 7. Furthermore, a hastily created crisis communications strategy and team are never as efficient as those planned and rehearsed in advance.

9. Finalize and Adapt Key Messages

With holding statements available as a starting point, the Crisis Communications Team must continue developing the crisis-specific messages required for any given situation. The team already knows, categorically, what type of information its stakeholders are looking for. What should those stakeholders know about this crisis? Keep it simple. Have no more than three main messages that go to all stakeholders and, as necessary, some audience-specific messages for individual groups of stakeholders. You'll need to adapt your messaging to different forms of media as well. For example, crisis messaging on Twitter often relies on sharing links to an outside page where a longer message is displayed, a must because of the platform's 140 character limit.

10. Post-Crisis Analysis

After the cowpies are no longer interacting with the air-circulating device, the question must be asked, *"What did we learn from this?"*

A formal analysis of what was done right, what was done wrong, what could be done better next time and how to improve various elements of crisis preparedness is another must-do activity for any Crisis Communications Team. I have developed a formal process for accomplishing this, but even a solid in-house brainstorming session can do the job.

"It Can't Happen To Us"

When a healthy organization's CEO or CFO looks at the cost of preparing a crisis communications plan, either a heavy investment of in-house time or retention of an outside professional for a substantial fee, it is tempting for them to fantasize *"it can't happen to us"* or *"if it happens to us, we can handle it relatively easily."*

Hopefully, that type of ostrich emulation is rapidly becoming a thing of the past. Yet I know when all is said and done, thousands of organizations hit by natural and man-made disasters will have suffered far more damage than would have occurred with a fully developed crisis communications plan in place. This has also been painfully true for scores of clients I have served over the past 30+ years. Even the best crisis management professional is playing catch up – with more damage occurring all the time – when the organization has no crisis communications infrastructure already in place.

The Last Word – For Now

I would like to believe organizations worldwide are finally "getting it" about crisis preparedness, whether we're talking about crisis communications, disaster response or business continuity.

Certainly, client demand for advance preparation has increased dramatically in the past decade, at least for my consultancy. But I fear there is, in fact, little change in what I have said in the past – that 95 percent of American organizations remain either completely unprepared or significantly under-prepared for crises. And my colleagues overseas report little better, and sometimes worse, statistics.

Choose to be part of the prepared minority.



Your stakeholders will appreciate it! Interested on talking to a crisis management expert now? Click this link for ways to get in touch! <https://www.bernsteincrisismanagement.com>



Tomáš Šula & Jan Čada

PhDr. Tomáš Šula, Ph.D., and Mgr. Jan Čada are advertising engineers and Advertising Engineers s.r.o. is their advertising agency. They are not from Prague but from „Baťa City“ Zlín; they prefer beautiful Czech brands; they work for Vincentka Mineral Water, which they also like to drink with wine and during lectures at Tomas Bata University. They drive ETA vacuum cleaners same way as they rode it as children during the totality era. www.reklamni-inzenyri.cz

HOW TO APPROACH YOUR STORY... AND WHAT IS IT ACTUALLY?

The platform can be as perfect as possible, flexible and allowing you to browse through its responsive environment using your computer, tablet, mobile phone... but the story is something you have to create yourself. It is something artificial intelligence is not capable of yet. The story is within your reach, you have it in the cellar, in the vineyard, in the family album; you only need to find it and pick it up! Wine is a drink of stories and that is the key to communication with the customer.

Until the coronavirus pandemic, winemaking was one of the fields that focused on the presentation of the product from the beginning to the end in the real world, in a cellar or visitor center, company store or wine shop. Those who want to survive must consider new (actually rather old) ways to develop and maintain communication and contact with their customers and often preserve the diversity of the wine world in new conditions.

Of course, every story sounds best from the right storyteller and in an authentic environment. However, the door is closed and there is nobody to speak face to face. Although a wine shop is a food operation, which can be opened just like any other grocery store, the veils interfere with tasting and communication. This

could be overcome but only one person per 15 m² is allowed inside, including the wine-maker.....

In a broader sense, a story means a clear transfer of emotion from the product. It is not a single incident, one anecdote. It's a never-ending story, just like pruning the vineyard, grape harvesting, pressing, fermenting, tasting, bottling, pruning the vineyard and over and over again.

The basis is a unanimous but informatively varied line of communication.

Digital communication should be a story to be continued with an infinite number of chapters. Inform the customer about the product but also provide them with interesting facts about your vineyard, wine region, history, production and innovative solutions. Motivate them to buy your products by evoking emotion. Give them the feeling that they are a VIP customer, whom you will take even where it is not common, and share with them the emotions and authenticity of your company.

Get to know each other.

Don't be afraid to show faces, professions and names. They are part of your story. In short, with each contribution in communication, build a relationship.

”

The basis is a unanimous but informatively varied line of communication.

Tomáš Šula

Therefore, even in these sad times, even at a distance and without shaking hands, they should be able to not only communicate why the wine is the right one but also to absorb feedback from the consumer while trying to educate them in the field and entertain them through online communication. Moreover, the quality of communication is not determined by the size of the winery but by the attitude of the people who work there and for it. A small, passionate winemaker with storytelling talent can have his or her communication fine-tuned much more than large „stable“ wineries.

By the way, this is not such a common phenomenon in the field of advertising! It is the wine industry that is proof that having the right idea and enthusiasm matter more than money.

Pamper and shape your story. It's nothing but the story of your life.

Impudent PR that is Simply Great

This is perhaps the best PR story I've ever encountered. It fulfills everything. It's „free“ (although the FleischmannHillard agency that invented it is definitely not cheap), it set the public in motion and it spread virally. Journalists, from serious media to tabloids, adopted the topic and treated it according to the tone of their media.

„McDonald's opened at the gates of the Vatican, despite cardinals' protests“, „McDonald's opened a branch at the gates of the Vatican“. „Scandal, the cardinals shout!“ „McDonald's feeds the hungry to reconcile the Vatican“ ... You weren't alone - the same thing was published all over the world: McDonald's branch opening near Vatican angers Catholic Cardinals, wrote The Independent adding a picture of a nun.

„McDonald's am Vatikan eröffnet trotz Protesten!“

„Mc Donald's Burger essen am Petersplatz. McDonald's im Vatikan – die heiligen Speisen!“



„McDonald’s v Vatikanu odprl vrata kljub protestu kardinalov..“

„Le proteste non fermano McDonald’s: aperto il fast food vicino al Vaticano!“

Of course, I also read that Mc Donald’s wants to open its burger restaurant in the Vatican and I had fun with different reactions.

This was at a time when we were preparing the jubilee tenth year of the „Cistercian Seal“ competition of sacral and kosher wines in Moravia and I went to the Vatican to negotiate support and find out what kind of wine can be considered sacral, church, altar, consecrated and who has the right to decide on such a privilege. After all - the competition is very nice, probably the only one of this type in the world and it takes place every year.

And when I was already in the Vatican, of course I wanted to take a look at the McDonald’s that caused so much stir.

You should know that there is a custom in Rome to have small signs on the electric poles, showing where the nearest company of



a chain is. What kind of journalist and PR teacher would I be if I didn't go see it? So, I followed the McDonald signs.

In the peak season, the queue to the Vatican Museums begins in Piazza del Risorgimento, from where it leads in the opposite direction to the Vatican itself to St. Peter's Square. There I discovered 6 signs on the pillars attracting people to McDonalds Via Giulio Cesare in 3 minutes.

I went there, it was over half a kilometer but in the direction away from the Vatican and in the end I found a real McDonald's under the scaffolding. Nice, big and new. I took some pictures of it, went inside and asked what was going on and whether anyone was coming there to demonstrate in front of the restaurant. The waitress laughed, saying that I was not alone and that people had come there asking the same question but this is not the restaurant. The new one is in Piazza Papa Pio XII.

Piazza Pappa Pio XII is really at the gate of the Vatican, from which you enter directly into Bernini's colonnade lining St. Peter's Square. However, there is no McDonald's there! Just a cafe, ice cream shop, pilgrimage souvenir shop Sklep Polski - mówię się po Polsku, snack



On my picture above you see a view from the entry to St. Peter's Square at the half right side of the Bernini's colonnade, which is the closest piece of the Vatican. Church tenants mostly inhabit this block of houses, downstairs are shops and bistros. To get to McDonald's you have to go to the end of the block and then turn to the left around the corner. There you will see ordinary windows with inconspicuous golden McDonald's logos and characters. This really cannot upset anyone.



Tavola Calda, numismatics shop, vegetable shop and pizzeria with sidewalk tables.

They wrote it in the newspaper, so it must be true - an immortal sentence flashed through my mind!

I went to examine the gray-white tiled house more thoroughly. I found the Chilean embassy, a total of six restaurants, cafes and snack bars, not to mention other shops occupying practically the entire ground floor. Trade must have been considered here already during the project - according to the building style, I guessed the time after the

Second World War! Bingo! It was only on the third side, facing completely away from the Vatican gates in Via del Mascherino, where inconspicuous golden „M“ letters shine elegantly on inconspicuous shop windows. So, here it is!

However, the staff knew nothing about any protests here either. Yes, they were not allowed to put any illuminated sign on the facade or any bold signs in the area but after that campaign, people will find their way there! **Everyone who comes to the Vatican knows that there is a new McDonalds restaurant!**

I have been teaching this in my lectures ever since. **This is what the right campaign should look like. It is said that even negative advertising is advertising but few people understand what it means and how to do it properly. In building public relations, practically nothing happens by coincidence, everything must be planned, perfected, balanced and prepared.**

„Imagine, ma'am, perhaps they'll open McDonald's even directly in the church, despite the Pope!“

Everyone will remember this and newspapers around the world print the news of the new branch completely free of charge!

It was January 18 and unlike freezing Rome, it was pretty warm inside and Fair Trade coffee came in handy. I haven't met any cardinals in the cheeseburger queue. However, I also didn't see any cardinal yelling angrily, as our Blesk magazine wrote. When I returned to the editorial office on the weekend, I sat down and searched the Internet to find out who managed to pull off such a daring feat. Congratulations FleischmannHillard!!



Vatican, Rome, Italy





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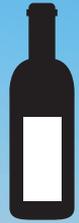
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ANOTHER WAY TO TELL A STORY

You can tell your story to your friends with a glass of wine in hand. You can tell it to a TV or radio station reporter. You can protect your story as a gem in your mind. As it has been said many times - wine lives from its story. Wine needs the story as a life-giving force. You can tell the story of wine decently, unobtrusively and imaginatively to the general public, to any customer who pours your wine from a bottle or just reads the label when deciding whether to buy it.

Lenka Machovská in Velké Pavlovce is a beautiful woman and a poetic soul. Like many others, she was tired of comparing flavours and tastes to a bowl full of red fruit, fading roses or yesterday's brioche. And so, on the back labels of Baraque Wines, a Moravian boutique family winery working on 60 years old vines, she began to describe not smells and tastes but emotions. She gave the wine its original, poetic story - each piece received its own. Enjoy the short stories!



A GIRL FROM THE BLUE MOUNTAINS

André 2015 (FYI - André is original Czech crossing of Lemberger and Saint Laurent) is like a girl, who is used to working in a vineyard since her childhood. At the end of the row, she is straightening her back in the shade of





a cherry tree and nibbling at cherries picked straight from a twig. Her calloused hands can firmly grip the hoe, but they touch plants with gentleness affection and innate respect. After the grape harvest, she will not forget to go to church to thank God for the harvest. That's what her parents taught her, and that's what she'll teach her children one day..

Lenka Machovská is the wife of a winemaker. „Stendhal said that wine is poetry in a bottle. I enjoy not only tasting wine, but also translating the beauty I find in it into words. Our wines have a personality, and they feel best in society. That's why I'm happy to introduce them to guests in our wine cellar or in the Wine Gallery Baraque on the feet of Slunečná lookout tower over Velké Pavlovice.”

CAFÉ OWNER IN HIS SOUL

Of all the people in the world, Cabernet Sauvignon 2016 is most reminiscent of the guy who until recently worked as a bank clerk, but has now succumbed to his dream of opening a coffee shop. It would seem that, like many before him, he would encounter the harsh reality hidden behind chocolate cakes, blueberry cupcakes, blackberry panna cotta, and the smell of espresso. But he can do the math and knows that without hard work, his cafe will never become a famous business.



POOL LOUNGER

This claret from Pinot Noir is like a young man who went to the swimming pool for the first time after the winter. He is not a playboy, courted by girls - he spends most of his time on a blanket with a book, thoughtlessly chewing a blade of grass. He is slowly eating the peach he is having for a snack, and rather than putting his book down, he keeps sucking the stone for another three pages. Then he dreams away... and falls asleep. The first sun turns his skin slightly pink, but tomorrow the tan will become golden, and our dreamer may gain the courage to live his own story.

WISE SPONSORSHIP

Among the „smart PR“ I chose an activity completely different from standard advertising and PR activities - the **Trophée Bohemia Sekt Sommelier Competition**.

Bohemia Sekt is one of the most important producers of sparkling wines and still wines in Central and Eastern Europe. Since 1999, it has been part of the Henkell Freixenet Group, currently the world's largest producer of sparkling wines, so the Bohemia Sekt sparkling wines are siblings of Champagne Alfred Gratien, Prosecco Mionetto, Cava Freixenet, Hubert J.E., Fürst von Metternich, G.H. von Mumm, Spumante Angelli or California's Gloria Ferrer.

The first sparkling wines were made in Starý Plzenec 75 years ago, and the company currently sells around 29 million bottles of sparkling wine, sparkling drinks and still wines. Bohemia Sekt has long been the most popular sparkling wine brand in the Czech Republic, with a significant predominance, reaching up to 70 percent of the sparkling wine market.

The Czech National Sommelier Competition Trophée Bohemia Sekt is considered the official championship of Czech sommeliers. Since

1997, it has been competing in the elite category, i.e., „adult“ sommelier. A year later, a junior competition was started for pupils of gastronomy and wine schools up to the age of 21.

In the non-public part of the elite category, there are about 20 participants, four of whom continue to the podium finals in the evening. In a public performance they perform the service to celebrities who play guests at a fictional restaurant at a table on the National Theatre stage. This final is usually richly attended by personalities from gastronomy, culture and especially media photographers and reporters. The official goal of the competition is to support quality Czech gastronomy, to present the field of sommelier to the public, to develop and promote this profession. We want to profile the Bohemia Sekt brand and company as a professional in the field of sparkling and still wine production and create a positive image of gastronomy professionals and support processes leading to ever higher quality gastronomy workers who are in contact with the final consumer and offer the company's products to consumers.





In addition to all of this, there are a number of other effects achieved:

To achieve the highest possible level of information about the products of the Bohemia Sekt group among sommelier self-study and preparation for the competition, where the best possible knowledge of all products, plants, operations, or wine routes of the group can lead to higher points in the theoretical part.

To systematically create awareness of the quality standards of Bohemia Sekt Group products among professional sommeliers and, through the publicity of the championship competition, also among the interested part of the public.

To build this relationship between future sommeliers through a junior competition.

By organizing the Czech Republic championship to create an automatic association of championships and top Bohemia Sekt, respectively still wines.

It's been created a prestigious event that, thanks to the presence of celebrities on the stage, will gain wide publicity during the annual campaign to promote the sale of sparkling wine for Christmas and New Year's celebrations.

The general public have the impression that Bohemia Sekt are products for celebrities, celebrations, special occasions, and their consumption, we rank among them.

Winning a championship competition and the title of champion or at least the medal placement of the vice-champion is such a prestigious result that the sommelier remembers throughout his future professional life in interviews, biographies, publications. If she/he makes any presentation, she/he is presented as the winner of the Trophée Bohemia Sekt, even if it is a presentation of any other winery or wine country. The name and association for the championship spread further along the WOM (word of mouth) route without the initiative and costs for Bohemia Sekt. I also consider this effect to be smart PR.



In addition, a clever lesson on sponsorship can be applied here as well. It is better to sponsor a competition than a talented competitor. Fame belongs to the winner (and his sponsors), but not everyone can win. As a sponsor of the competition, the winner is always your person on the finish line.

CZECH SALON OF WINES: The Representative Showcase

I have already boasted of several good ideas and projects with which the Czech wine industry can inspire other wine-growing countries. However, this one is unique and worth following. We have been proving this for 20 years!

Our wine producers have their own Salon of Wines of the Czech Republic - an exhibition where the 100 highest rated wines of domestic origin are exhibited every year. The exhibition is located in the vaulted cellars of the Valtice Château close to the Austrian and Slovak border and the best thing about it is that for an acceptable entrance fee you can taste all the displayed wines that you like and you can also buy or order for home delivery here!

Whenever colleagues from abroad come to me, I always take them to the Salon of Wines. In one place they can taste different styles, different varieties, wines typical of particular wine regions. It is a showcase of the level of Czech and Moravian wine producers.



Pavel Krška

Managing director of National Wine Center and Salon of Wines of the Czech Republic. Wine educator and international wine judge. Successful winemaker in the wine city of Pavlov. The one, who spent his whole life with wine.

The exhibition is open 11 months a year. In January each year the old one is terminated cancelled, and a new series of wines is prepared. At that time, a new guide to the wines on display is also printed each year.

The way in which the wines get into the exhibition is also remarkable.

The National Wine Centre organizes a multi-stage National Wine Competition. In the introductory rounds of the competition, the wines from the wine-growing sub-regions of Velké Pavlovice, Mikulov, Slovácko and Znojmo as well as from the wine-growing region of Bo-

hemia are evaluated. To give you an idea - over 2,200 wines are regularly evaluated. The vast majority of producers and growers participate in the National Wine Competition, with the exception of a few solitaires which have political or ethical disagreements about the event. Last year, during the ongoing coronavirus crisis, a record of 2541 wines took part. Any success in the competition was to partially replace the lack of communication with customers.

The National Wine Competition is evaluated through its own computer system ELWIS, developed by National Wine Centre (NVC).



It enables for the complete administration and evaluation of the competition, from the receipt and sorting of applications through the monitoring of payments and stocks to the evaluation of individual jurors and the processing of results. The program is independent of the platform used because it runs in the cloud and can be operated via any browser. It can be evaluated from a tablet, smartphone, laptop or PC. The NVC lends both, the application and the devices, to the organizers of all competitions in the Czech Republic, it is deployed in 4 language versions.

All wines entered in the competition must be bottled; the bottles for evaluation are chosen in the producer's cellar by an independent person authorized by NVC. The National Wine Competition systematically performs a control of the chemical analysis for the compliance of declared and actual wine parameters. Every year, our best tasters sit in the competition's commissions - holders of international tasting exams according to EU standards.

Of the wines evaluated in the nomination

rounds, about half of the highest rated will advance to the first national round of the competition. Its evaluation lasts several days and selects about 200 finalists.

During the final evaluation, you could hear a pin drop. Everyone is focused to the maximum; the judges are afraid to cough so as not to influence others.

Half of all jurors are considered to be giants of wine expertise in the industry! The top of the top experts partially rotate every year, so a quarter of them are always „on holiday”, while the other part of the jury is selected by drawing lots the from the basic rounds evaluators.

It is evaluated by the 100-point OIV system just as in any other competition but the results are processed according to a predetermined key. Thanks to it, the best wines from all wine regions and the best samples of the most cultivated or historically typical varieties are selected; there are dry, semi-sweet and sweet wines, still wines, sparkling and special wines. It is always just the winner of the category or a few of the best samples - for example, there

are ten Rieslings of various styles and origins, 7 types of Chardonnay and Gruner Veltliner. However, you will also find small indigenous varieties one at a time.

These 100 best wines of the Czech Republic are awarded the title „Gold Medal of the Czech Salon of Wines“. The wines in the second half of the 200 receive a silver medal. The jury also select the absolute Champion of the competition in the super final.

All of the wines displayed in the Salon are described by analytics, aromatic and strength profile and description by the producer and each wine display has a QR code, so the visitors can obtain the maximal amount of information using their smartphones in different languages.

The visit with a standard free tasting of 90 minutes costs 399 CZK / 15 € / \$18.50 USD, an extended tasting of 150 minutes costs a third more. Other options are guided tastings with a sommelier or a free tasting without admission of a selected collection of 16 wines by using a modern temperate wine dispenser „By the Glass“ for the price of 100 CZK or multiples thereof.

Let us hope that the exposition of the Salon of Wines will open as soon as possible and will be able to serve the purpose for which it was established - for communication between winemakers and their clients. Do you like the idea? It has developed over twenty years of experience. So far it has been taken over by Slovakia; nowhere else in the world have I encountered such a comprehensive system allowing to get acquainted with the country's best wines concentrated in one hall. Come to Valtice to see it. The National Wine Centre Director Pavel Krška will be happy to answer all of your questions. We do not protect our knowledge by any patent. On the contrary, we would be happy to advise you! There is also a tuned ELWIS program available for your Competition but for an acceptable license fee.



VALUES THAT ARE TRUE

Is your farming ecological? Do you help those who are weaker? Are you the engine of wine life in your wine-growing village? Do you support a local folk band? Do you discuss your wine with a retirement home?

Let it be known!

These are values that co-create the image of winemaking and can also influence consumer decisions as well as behavior if properly communicated.

As a result of the growing general awareness of the environment and the need to preserve it, many consumers today demand greater transparency of the products they buy. They prefer those that are „healthy,“ and ecological. More consumers want to know where their products come from, how they were grown and made as well as what their potential ingredients are. Consumption of products referred

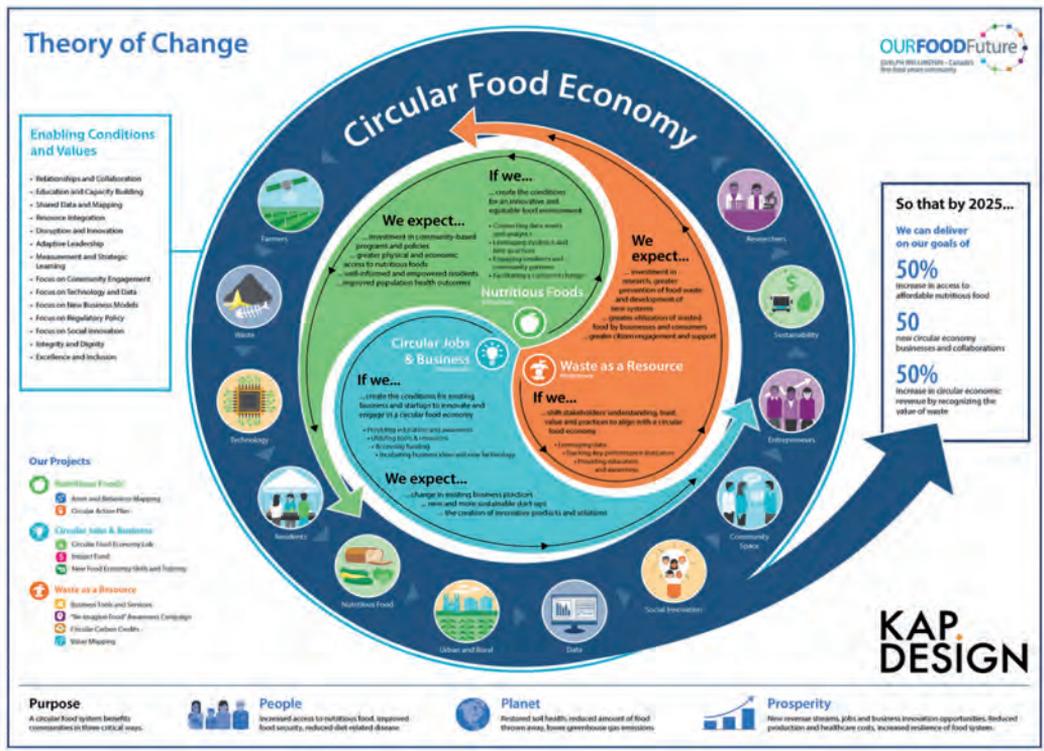
to as organic, bio or ecological is rising steeply. Therefore, producers adapt their offers to this demand or better communicate the ecological origin of food.

This, of course, also applies in the field of wine.

And by far, it is not just about organically treated vineyards but also about natural and authentic wines, which are the products sought after by a new generation of consumers - the Millennials.

According to a report by the global con-

Guelph-Wellington is Canada's first food smart community. The Canadian husband and wife team of Jamie Kapitain and Heather Watt-Kapitain (KAP Design) created this easy-to-understand infographic. This way the community communicates with stakeholders.



sulting and research firm Kline & Company, mapping the market in 2019, the „natural“ trend has been the most important trend in the personal care sector (hygiene, cosmetics) since 2016. As many as 65% of consumers in the US food and beverage market are willing to pay extra for a „natural“ product, according to the Deloitte agency research. Three of the five crucial purchasing preferences stated by customers in the same research were „shop locally“, „zero-waste“ or a minimum amount of recyclable waste and „Mindful eating and drinking“. Among the first ten motives for choosing a product, its price was not included at all!

Do your wines come from pure nature? Tell it to people! After all, this is exactly what the famous lizard, tree frog or kingfisher on the bottles of Znovín Znojmo means! It doesn't have to be an organic product according to Demeter!

Because we do not have such a strict law on winemaking as in France, use the information to inform that the wine was born right here, in Czech and Moravian vineyards. Tell the customers it was processed only a few kilometers from the vineyard and it was delivered to the customer in light recyclable bottles in a considerate way, in compliance with EURO6 emission limits. It didn't have to cross an ocean or climb the Alps and it left only a tiny carbon footprint. Mention the low sulphite content of the wine, absence of other preservatives, use

of a natural cork and the recyclability of the glass...

A friendly relationship with nature is one of the many faces of corporate social responsibility. It is a voluntarily chosen approach to social, environmental and other issues in the performance of daily work operations and in decision-making. This area includes a wide range of activities from employing people with disabilities, to buying and selling fair-trade products or recycled / recyclable materials, strict respect for human or minority rights, waste sorting, maintaining ties with former retired employees, supporting and sponsoring socially beneficial or accepted movements and activities, charitable foundations, etc.

The socially beneficial dimension of the winery's activities is monitored and evaluated very sensitively by customers, the media, authorities, independent creators of public opinion, as well as by its own employees. This is, why we consider those activities as a part of public relations. Well-managed and communicated projects can be an opportunity to improve the impression of the company and achieve publicity even at places where the entity would not otherwise penetrate through its own activities.

It can be a way to reach new target groups and to differentiate oneself from competitors.

It may be part of the true content of the brand mentioned by Leoš Bárta.

A GOOD DEED IS NEVER LOST

The popular claim that wine is a social drink has many levels and meanings. We just don't notice them at first. For example, that wine is a beverage that helps charity. It is its traditional partner worldwide. Yes, we will talk about good deeds, charity and sponsorship.

It has already been said that the main role of public relations is to build reputation and we build public relations with everything we do. A tree is known by its fruit and a man by his deeds, as we know from the Bible.

At times, perhaps each of us decides to do a good deed, even though this concept may be understood differently from country to country. When it comes to money, we usually hesitate between donating and sponsoring.

In colloquial language, we often do not even notice the difference. And yet there it is - and its big.

The main difference between a sponsorship and a donation is that sponsorships are based on reciprocity – where cash or in-kind gifts are contributed, usually in exchange for marketing or advertising consideration.

Sponsorship usually means supporting special or ongoing events, activities, or organizations. This is done financially or through the provision of products or services.

Sponsorships are more of a marketing tactic, putting a company's name on an event or ad to boost revenue. Donations are charitable in nature and purely benefit the organization at hand. **Sponsorship is highly public.**



Money usually comes from the marketing, advertising or communications budget and is decided by the person(s) managing these areas.

A donation is an altruistic gift, either with a general charitable purpose or for the support of a particular project.

Donations may come in the form of cash or in-kind gifts such as gift vouchers from a local retail store, food from a supermarket, office equipment from a small business, etc.

It should be considered as a goodwill contribution, without the need for anything in exchange from the non-profit organization.

Sponsorship is a cost item in your accounting, while a donation is a payment from the distribution of profits.

But there are states that support donations. If you're making a donation to a team or orga-

nisation that is registered as a charity, you are entitled to tax relief for the donation. These donations can be deducted from your company's profits for the year in which the donation is made, meaning you may be liable to pay less corporation tax.

The UK law sets out there the difference between sponsorship and donation clearly: *"Charity sponsorship payments are different from donations because your company gets something related to the business in return."*

Of course, both strategies – donation and sponsorship – are worthy, and definitely have their place. Although sports, culture, education, health support or care for the helpless, sponsorship and donation call for giving mo-



ney to a third party in an effort to improve their performance, the two things are substantially different from a marketing point of view – or, they should be...

Donation shouldn't ever be used for marketing purposes. Yes, the recipient can thank you publicly, which will affect your reputation. And so it is right. There is less public fanfare around this type of giving. Donors are usually thanked privately, often with a personalized acknowledgment, and in a quiet way. Even so, they are gaining recognition.

While donations are not made for marketing purposes, a business can (and should) let their community know that they have recently donated to a charitable cause. It's always great to share that warm and fuzzy feeling when you've done something charitable!

THIS IS A CALL TO ARMS!

Wine awakens joy, courage and truthfulness in people. It is not for nothing that since the days of Pliny, people say „In Vino Veritas!“ In the past, recruiters organized dances, where they used wine to encourage cheerful young men to enroll in military service for 12 years. And now imagine that a young winemaker finds out that his son is suffering from a disease for which a bone marrow transplant is the only treatment that could save him. He searches for donors in the family, then among friends and among colleagues in the field of wines. Finding a suitable donor is extremely difficult. Although there is an international database, one in four patients who need a bone marrow donor to be healed will never find one.



The winemaker's name is Pavel Lacina and his son is little Paul.

Every year, thousands of people around the world, including young children, get serious illnesses that can be treated with bone marrow transplants. Procedures such as chemotherapy often offer improvement but it usually isn't a permanent cure. In these cases, only the transplant of hematopoietic cells from a healthy donor offers the chance for a complete recovery and return to a fully-fledged life. Unfortunately, their number is still insufficient. Anyone who signs up for a donor registry can give someone hope for recovery.

One of the most popular Czech singers, Tomáš Klus, played for little Pavel at the benefit concert. It has brought a several more names to the donor registry!

ally donor offers the chance for a complete recovery and return to a fully-fledged life. Unfortunately, their number is still insufficient. Anyone who signs up for a donor registry can give someone hope for recovery.



PLEASURE FROM A GOOD DEED

„Wine festivals are meeting places of people who want to have fun with wine,” a winemaker Pavel Lacina explains. „In the normal period before Covid-19, hundreds and thousands of people gathered in some wine villages for wine festivals. Thus, the idea arose to organize an event called “VINARI JDOU NA DŘEŇ” for them. We do not want to deprive people of the joy of the moment - on the contrary. We bring a band, organize a wine tasting and we discuss things with people during the event - me, my wife, sisters, many acquaintances and friends get involved. Even the legendary Zdeňka Wasserbauero- vá, whom no one from pediatric oncology calls by another name other than „granny”, joined us. She has managed to get almost 20,000 volunteers for donations in 20 years! Among us, there are doctors and paramedics from the Red

Cross, who not only explain everything professionally but take a sample of saliva or blood and then all it takes for the new „recruit” is to sign the papers. We give them their moment of glory, everyone applauds them, the band plays a fanfare and the „recruit” gets a reward. In addition to the feeling of making a good deed, they have a nice experience.”

„That is our goal.”

„We want to make it as easy as possible for people who are considering becoming donors. When someone decides to register, they usually have to find a hospital, take a vacation from work, travel somewhere, pay the parking fee, walk through the hospital labyrinth, wait in the waiting room, etc.... This is terribly demotivating. It’s a good idea to meet those who are considering their enrollment halfway „describes the founder of the campaign.”

„The name “VINARI JDOU NA DŘEŇ” is intended to express that the passion of us winemakers is not only our hard work but also life itself and this event can help save it. And the winemakers themselves set an example! Even though the limit is only up to 35 years old, 124 winemakers have signed up for the May Open Cellars event in our village of Velké Pavlovice! These are almost all of our young people!”

THINGS ARE SLOW WITHOUT WINE

When the open cellars were closed and the government banned wine events and all similar cultural events, the people around little Paul moved their initiative to the Internet and to the media. The movement has its own homepage <http://www.vinarijdounadren.cz>; it cooperates well with the regional media and sometimes penetrates even the national media. Little Paul is shooting videos. He is handy and naturally funny and despite his age he has become used to being in front of the camera. He has found a donor in Germany, he is on the best path to recovery and so he has things to talk about. One of his videos even had about 1/4 million views!

„The event was supported by the Union of



The original name VINAŘI JDOU NA DŘEŇ (dřeň = bone marrow) refers to a Czech idiom that says that we do even more than we can, we use our deepest reserves - figuratively speaking, even our own bone marrow ... „Call to Arms“ works similarly figuratively - we fight disease and the winemakers are a like recruits „called to arms“, while at the same time they expose their „arms“ to the syringe.)

Wine Producers of the Czech Republic but more importantly, it was also espoused by other winemakers. As long as it was allowed, one wine city passed the baton to another and from spring to autumn we gained several hundred registered donors. However, we know from practice that statistically only every 120th person registered in the bone marrow donor register becomes an actual donor. Even so, it is a great result of a voluntary initiative! Unfortunately, the lockdown has slowed down the recruitment. It is much more difficult without wine and singing.“

ENTER SOMEONE'S LIFE

„Young winemakers are healthy men and women who spend a lot of time in the fresh air and drink the healthiest drink of all,“ knows Pavel Lacina well. „This is the case in the Czech Republic, Moravia, Slovakia, as well as in Austria,

*Germany, France and Italy. All over the world. This book will be available worldwide, which is an amazing opportunity! This is a kind of public relations we really appreciate! Give me a fixed point in space and I will move the whole world! We believe that from a small town in Moravia we can arouse interest in this topic among winemakers in all countries. We would like our initiative to become a project that brings together all winemakers and wine lovers around the globe to fight insidious diseases. The right decision can soon save someone else's life. We are happy to contribute with our advice and experience! **This project really saves lives.“***

Wine, wine events as well as auctions often serve as fundraising. This is an example where wine is the subject of aid without turning it into money.



MISS

Branko Černý

He is the father of the „Král vín“ (King of Wines) project, a very prestigious domestic wine competition, followed by a chain of public presentations, wine shows, evenings with the King of Wines, gourmet pairing of wines and dishes with the King of Wines, where he does a great job promoting high-rated wines from the competition and directly supporting their sale. Branko is an officer of the European Order of the Knights of Wine and Knight Commander of the Bohemia Commandery.



Vajbar Winery was the patron of Miss Wine 2013, Lucie Klukavá. Together they prepared a charity project for the benefit of the Children's Home in Brno. In the winery, Lucie personally participated in the production of pleasant wine from the extremely popular aromatic domestic variety called Pálava.

The wine was bottled in 666 numbered bottles closed with natural cork and six different labels bearing children's motifs.

Representatives of the wine shops and distribution companies selling the wines produced by Vajbar Winery gathered to celebrate 20 years of the Vajbar Winery. For the first time, they learned about the project, tasted the wine and promised to help sell it and raise funds for a good cause. In addition, they placed binding orders for 81 cartons, which is 486 bottles, right on the spot. Another, less than two hundred bottles were sold in the following mon-

ths at various events and auctions, which were personally attended by Miss Lucie.

The price of the wine was set at CZK 250 / € 11 / \$ 14 USD and the entire amount after VAT deductions was allocated to the Children's Home. It thus received a great sum of 137 thousand CZK (6227 USD, 5350 EUR).

Thanks to the longevity of the event (more than a year from the preparation of the wine to the last handover of the check) it was possible to sufficiently and repeatedly inform the public about the charity project on social networks and in the print media. The connection with the sellers through a joint charity event also proved to be very useful. A very strong bond was established between the winery, the seller and the customer.

BTW - it is good to mention that the owner of the winery was later exposed to strong pressure from employees to increase wages...



SABINKA



Radek L. Šlancar

economic director and the fourth from the Šlancar family of winemakers. From the age of five, he participated in the production of wine in the family cellar. He is the father of the idea of the original company bottle and the renaming of the company to Ludwig Winery.

Ludwig Winery is not a large company that could make significant contributions to large charitable projects. That's why we chose one person whose life we want to improve. We want to know her personally and we want to contribute to a specific thing.

Martin and Petra Gróf with their daughters Viktorka and younger Sabinka live in Němčičky in the heart of the Blue Mountains. Sabinka was born at Christmas as the most beautiful gift under the tree. After about half a year, Sabinka's mother began to notice a strange rolling of her eyes and so a series of examinations began. Doctors diagnosed little Sabinka with cerebral palsy, psychomotor development disorder, epilepsy and hypotension.

Sabinka is currently almost 12 years old. However, her development is proceeding only very slowly and it is two-thirds that of her age.

She can't eat or dress by herself and her speech is not developing, she does not develop with her speech. She can't walk, eat or dress by herself - she moves on all fours, in a walker or with the support of both her hands being held. To improve Sabinka's health, neurological and speech therapy care



and especially rehabilitation have been and will be necessary. Although the Czech Republic has one of the most comprehensive and accessible health insurance systems in the world, some above-standard services need to be paid for directly, such as rehabilitation in a support suit, which helps to develop the functionality of the musculoskeletal system. That's why our winery decided to help Sabinka.

This is how the Sabinka wine was created. From several designs, we chose the most interesting label, compiled a delicious cuvée, bottled it and promised to contribute 10 CZK from each bottle sold to Sabinka's account. It was a dry red cuvée of a distinctive Frankovka (Lemberger), slightly

rounded by the Zweigeltrebe variety, which not only makes the customer happy but above all helps to make one child happier. In the white version it was Rhine Riesling, dry. Thanks to this wine, thanks to charitable events, thanks to the European Order of the Knights of Wine and thanks to many of our partners, we have gradually accumulated so much money that Sabinka can rehabilitate every week and go to the spa at least twice a year. She is making great progress.

Over time, Sabinka became our „sun“, always smiling, in a good mood with her arms open for cuddling. We are in frequent personal contact with her; she often comes to see us and taste some grape juice (she can't taste wine, of course) during the grape harvest.

Our help is long-term and has never been motivated by the gain of media popularity. However, the media coverage of our charitable initiative helps fundraising and obtaining additional funds. That's why we don't resist it. We were surprised how many people know about Sabinka and associate the Ludwig wine-ry with charitable activities.



Raise a Glass Foundation



Peter Parts 

Interim Director RIT Venture Creations Incubator, for 32 years Founder and CEO of Peter Parts Electronics with customers in 14 countries, creator of a stellar vendor supply base in Japan, Korea, Taiwan, HK, China, Malaysia, Viet Nam, and India. His whole life is supporting a charity as member or chairman of different charity entities. Actually member of Board of Raise a Glass Foundation and InterVol at Rochester Regional Health. Chairman of Great American International Wine Competition.

It all started 25 years ago when a group of charitable volunteers got together to form a not for profit to help charities in great need. It was a simple idea related to wine competitions. Since four bottles of wine were entered with the wine competition entry so that there would be

wine enough to sufficiently make sure that the best wine could be judged in case there were any wine faults or broken bottles. This often-left unopened bottles that this group put to use. These bottles were then sorted, cleaned, and donated to charities that had the greatest need and made

the most positive difference in help saving and improving the lives of folks around the world.

Most all charities have an annual charity gala, and these wines were used to serve great wine to the folks attending the dinners. The vast majority of the bottles were used for a silent and live auction during the gala. This resulted in remarkable success and over the 25 years this group has been part of donating over 100,000 bottles of wine that were used in these auctions to raise close to \$4 million dollars.

These days, Raise a Glass hosts the Great American International Wine Competition, a truly International Competition – with entries and professional judges from over 25 countries, one of the largest International wine competitions to support charities in the America's. The lead charity we'd love to talk about is InterVol, the one we think makes the most positive difference in the world today!

InterVol saves lives every day by collecting sterile, unused medical supplies from NY hospitals and shipping them at no cost to hospitals and clinics in desperate need around the world. An example of where they helped: they coordinate and ship gowns, gloves, dressings, as well as ostomy and pediatric supplies to Beirut, Lebanon following a massive explosion that destroyed a portion of the city.

They coordinated medical volunteers to meet the needs of Rochester's homeless and underserved populations during week-long mobile clinics. And with a limited number of volunteers we were able to assemble 500 first-aid kits for distribution throughout Rochester's homeless population.

They provide beds, linens, OB/GYN supplies and high-end instruments, along with crutches, wheelchairs and walkers to organizations in the sub-Saharan countries of Burkina Faso and Ghana.

In the early days of Covid, distributing more than 34,000 face shields and masks to local non-profits like Volunteers of America, Daystar and Lifetime Care.

They are continuing to support 83 students

at Ecole l'Erudite de Leogane in Haiti. For the fifth year in a row, we were able to provide an education in a clean and safe school for children who would otherwise not be able to attend one.

Dr. Tim O'Connor, one of the co-founders of InterVol said it best when he said: „It's wonderful that Raise a Glass Foundation is able to donate wine to our fundraisers. The wine that Raise a Glass Foundation donates is always a hit, and the wine donated supports a multitude of events, whether it's wine used at our gala, golf tournament, monthly wine dinners, or silent auction, the funds raised goes to support InterVol's mission!”

So it's really simple. Raise a Glass Foundation is a group of over 200 volunteers that donate their weekends several times a year to help Dr. O'Conner and more than ten other charities that make the world a better place. Thanks to the efforts of this fantastic volunteer group and all the wineries that enter the Great American International Wine Competition, each and every one of them helps make a positive difference!



CAMP GOOD DAYS

An example of an absolutely amazing charity is a Camp Good Days and Special Times in the Finger Lakes area.

In 1979, Elizabeth „Teddi“ Mervis was diagnosed with a malignant brain tumour at the age of nine. Her father, Gary Mervis, travelled across the country to major medical centres seeking the best possible treatment for his daughter. He returned home without the answers he had been looking for and realized that it was not the craniotomy, radiation therapy, or chemotherapy that was causing Teddi the most pain, but it was the loneliness of being the only child in her school and neighbourhood dealing with cancer.

With the help and support of many friends and community members in Greater Rochester, New York, Gary founded Camp Good Days and Special Times, Inc., a 501(c)3 not-for-profit organization, to provide Teddi and other children with cancer the opportunity to come together in a residential camping experience to be with the only ones who could truly understand what they were going through - other children with cancer.

So as not to place any additional financial



burden on the families served, all of the programs and services provided by Camp Good Days are offered free of charge for the participants. This is only possible because of the support and generosity of so many individuals, businesses, and organizations, and the success of special fundraising events held throughout the year.





One of the first sponsors were neighbouring winemakers, who saw daily what was happening in the camp. To repay them in some way, the camp created Finger Lakes International Wine Competition held in Rochester, which over time became one of the main sources of funding. The idea of helping children with cancer is so appealing that winemakers around the world were sending their samples there. We also sent pallets of wines to the competition from the Czech Republic and Slovakia every year. **Wine helps the weakest in the right place.**

We are happy that six children from the oncology departments of hospitals in Brno and Bratislava also spent their unforgettable holidays there.

Unfortunately, even the best ideas are realized only by people. It so happened that over time our antennas somehow detuned, until we almost lost the signal. But the idea of camping remains honourable, as well as an amazing place where children can recover from cancer.

The strongest point of the camp on the sho-

res of Keuka Lake is a natural forest chapel, common to Christians and Jews. Under the trees there are dozens and dozens of white painted stones with the names of children who will never come to the camp again.





Lucie Hotařová

An owner of the family printing company Etiflex, s.r.o. from the winegrowing region of South Moravia, which has predestined her to specialize in printing wine labels. She has been working in the field of printing for the winemaking business for over 20 years. She is the initiator of the „To si vypijeme“ (We will drink it) project to support winemakers, traders and lovers of Moravian wines.



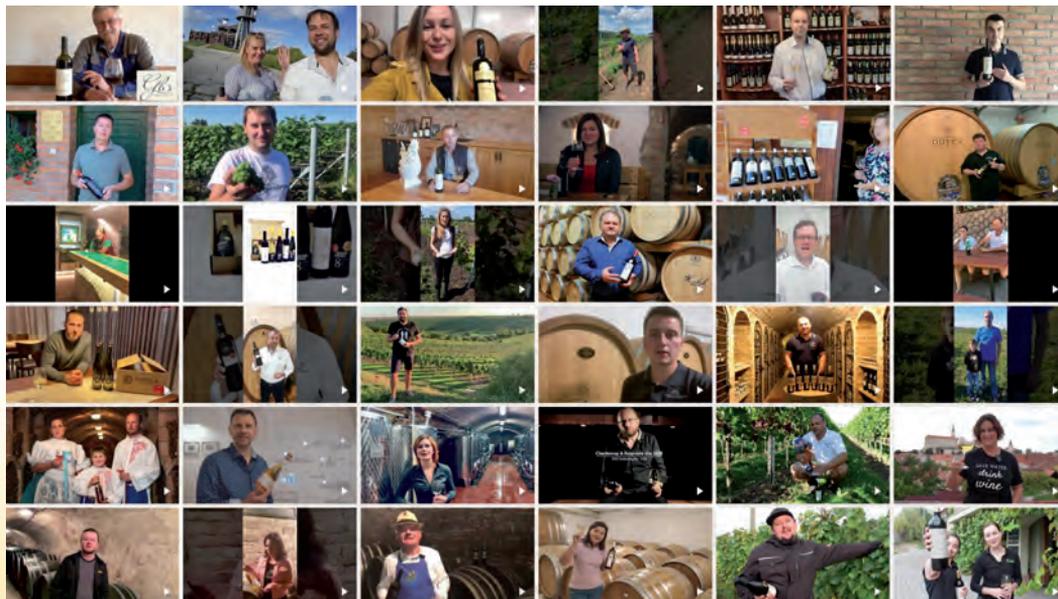
The TOP

We have already mentioned the owner of the printer, Lucie Hotařová, in other parts of this publication. She is an extraordinarily active young woman, a volcano of ideas and energy.

Her #tosivypijeme (#let'sdrinkittogether) initiative to support Moravian and Czech winemakers arose more or less spontaneously and gained an unexpected response both on

the part of the involved wineries and on the part of end customers, wine lovers. At the beginning of the coronavirus crisis, winemakers were happy for this offered hand and welcomed the initiative. An unprecedented number of wineries took part in it.

The first video (QR code) with a call for support became viral over a single weekend and collected tens of thousands of views.





”

Volunteers do not necessarily have the time; they have the heart.

Elizabeth Andrew

Not only many winemakers but also some distributors began to stick #tosivypijeme (#let'sdrinkittogether) stickers on their wine to thank their customers for their support.

„The principle of the whole initiative is based on the fact that the Czechs prefer domestic producers to foreign ones when buying wine. An important aspect is the interconnection of a large number of wineries - in addition to several of our own videos, more than 170 other short videos were spontaneously created, which appeal to wine lovers on youtube.com/hashtag/tosivypijeme.

These messages under the header of the „To si vypijeme“ („Let's drink it together!“) initiative had more weight for consumers thanks to the hundreds of winemakers who „pull together“. This aroused sympathy in people and initiated a number of positive responses and according to feedback, also an increase in sales.

We initiated a six-month competition for 200





unique wines, which were donated as prizes by various wineries from Bohemia and Moravia. The organizer of

the competition is the „**To si vypijeme**“ („**Let's drink it together!**“) non-profit initiative, which could not work without the active participation and support of all involved wineries. The competition also gained strength thanks to the interconnection and cooperation of a large number of companies from a single segment - wine making. The aim of the competition was to support the sale of wines. Customers received winning codes with their purchase: buy a case and win!

We informed the public about the development of the competition through other videos but it became really attractive mainly thanks to short introductions provided by the wineries themselves. The three main winners were drawn on December 13, 2020 and each of them received a unique collection of 200 wines.“

When the results of the Winery of the Year survey were announced in February 2021, Lucie was awarded the Winebusiness Deed of the Year award for her activist activity. Her printery runs with no break.

Another activity associated with winemakers in the field of charity is the upcoming charity wine auction directed by the „To si vypijeme“ („Let's drink it together!“) initiative. Wines for the auction are going to be donated by individual winemakers: they will be offered in a public online auction and also in an auction for a private party. Proceeds from both auctions will be donated to the treatment of children with cardiac disease.

This closes the imaginary circle of help: We have informed the public about the need to support our winemakers by buying wines. The winemakers gained significant public support and the business really moved forward. And now they can help sick children with their gift.

Winemakers will certainly not forget Etiflex and Lucka Hotařová for her ideas and efforts! ♣



A photographer Václav Šálek captured both ways of the grape harvest in Moravian vineyards - traditional manual harvest using scissors and mechanical harvest using modern harvester.



HELLO, I AM A PANDEMOHOLIC



Michele Padberg 

Co-Owner & Co-Business Management Team Manager for Vivac Winery in New Mexico Mountains, relaxed wine writer, capable organizer. Certified Advanced Sommelier, International Wine Judge with European tasting skills.

As we all circle around to the anniversary of our 1st Global Pandemic, I think it is safe to say that we are all on the spectrum of crazy, I think it is safe to say that we are all on the spectrum of crazy. Especially our leader and editor-in-chief, but he was pretty strange even before it started. Perhaps you have had it lucky and are sailing through with a big home in a warm place and a gorgeous pool. Maybe you have a beautiful person that brings you fancy drinks and adjusts your umbrella angle. Yes, we have seen your posts on Instagram and yes, the rest of us hate you.

Most of us on the other hand, have retreated to small homes, packed in unhappy children, grumpy spouses and taken on the role of stay at home parent, work from home employee (or boss if you have leveled up to 'bonkers' on the spectrum), homeschool teacher and if you are really lucky, maid and chef too. What I have marvelled at, as I scroll for hours over my many social media platforms, is watching so many families go from cuckoo, to looney, to straight up insane by adding a puppy to the mix! What are you people thinking?!? On the other end of the spectrum are the group that I identify with... the drinkers. You know who you are, the wine in the coffee mug for the first zoom

call of the day. The "oh hey is it Happy Hour already?" liars. The "Geez Karen, do we have to zoom drinks after a day of zoom calls for work? Can't we just drink in the dark while watching Netflix all night because I never sleep anymore?" type of people. These people are mildly drunk all the time and as such seem very Zen.

Ahhhhh Zoom; the reason most people are now alcoholics during the pandemic. Most of us have had to fast track learning zoom, complete with a range of embarrassing experiences like "Phil, we can see you aren't wearing pants" to thinking you are so cool with the fancy fake background that resulted in you looking like a bodiless, flying head... and a total dork, and then maybe my favorite, the I-Don't-Even-Care-Anymore look that stars week old lounge pants, dirty hair and no makeup. No one had any idea that the cute phrases of "too much screen time" would catapult into the world we have been living in this past year, but here we are, big butts, grown out roots and at home haircuts simply unfit for rejoining society.

So what WILL be the NEW NORMAL as we get vaccines and have to leave our homes to (cue the movie "Jaws" soundtrack) deal with people in the flesh? I for one, hope to see

a lot of things stay the same... like not being around people. Call me crazy, but I think we need to embrace this one step at a time. It takes claiming responsibility and I'll go first.

Hello, my name is Michele and I am a pandemoholic. I will be one year from my 1st lockdown on March 13th 2021, here is my story.

My husband and I, along with my brother-in-law and his wife, own and operate a small winery in northern New Mexico, USA. While battling the ignorance of people not realizing New Mexico is indeed part of the United States, we naturally battle the idea that we do, in fact, also make world class wines. Our winery is tucked into a green valley nestled between majestic ski resort mountains that can be an unexpected jewel to tourists, a destination for a wino or a head scratcher for most. I honestly can not count the number of times I have been asked by bewildered people *"what... what do you do here?"*. The next runner up is *"how did you learn to speak such great english?"* so you see we have an uphill battle to say the least, and that was pre-pandemic. We were normal people, optimistic and crowd loving people before becoming pandemoholics.

We started the winery 23 years ago, brash young kids full of ignorance, way too much self-confidence and enough loan debit to rehang Billy The Kid. We were determined to make wine that the wine world would sit up and pay attention to, and we quickly learned in order to get them to notice, we needed to leave our little oasis to go be with other people and lure those people to our corner of the world. In retrospect, a clear violation of being a pandemoholic. Over the years we've been successful at this approach too, bringing attention to ourselves as well as our growing industry, happily hiring a full staff of employees to manage packed patios and tasting rooms, hosting coveted events, running our own busy distribution team that buzzed in and out of packed venues and beaming with pride as we nurture our Estate Vineyards growing at 6,000 feet with a field of workers that love hugs. And



Vivac Winery in Dixon

then, just as the James Suckling ratings were dancing in our heads, the world screeched to a halt, ordered everyone to stop what they were doing and back away at least 6 feet.

In March of 2020, after an already busy start to the year, flying back and forth across the country touting the bible of Vivac, everything disappeared, like an episode of The Twilight Zone. I'd just been in New York City, shaking hands and kissing babies, when NYC really started to explode, days after that trip all hell broke loose there. From our mountain refuge, we didn't see the urgency, we relied on the ability of our country to insulate us from the rest of the world, and then like a fist to the gut, everything went dark. The long list of concerts over the summer and fall, cancelled. The festivals, cancelled. The International Wine Competitions, cancelled. The seminars and classes, the weddings and celebrations, the press tours and writers weekends, all cancelled. We were in a two week lockdown, but a full year May Day. And perhaps for many of us, the strangest part was to go from a life of touching each other as we squeeze past in a crowded bar, motioning the late comer that the elevator can surely hold just one more or enthusiastically waving over another set of friends to join the already packed table at the restaurant, to now, being aghast to the idea of going to a bar! Elevators in many places are closed or



restricted to only a couple people at a time and restaurants, well, where do we even start there? That experience is so highly regulated that it hardly looks the same.

At first I took the lockdown as a strange forced staycation, many of us did. Somehow we were thinking the death tolls and fear rising around us wouldn't reach us personally. I threw my schedule out the window and slept when I wanted, stayed up and danced to my favorite music at 4AM and I drank wine all the time. At the end of the 2 weeks, the stay at home restrictions didn't ease much and I felt the first true pricks of panic as my calendar was turned into a scribbled out mess. As much as I love day drinking, would our little winery hiding in the obscure hills of a place most people don't realize even exists survive? I turned to trusty old social media to inform me of what people were doing to cope. I needed to know how to relate and connect and fast. Turns out they were doing what I was doing, drinking! It was as if the world had decided the pandemic was more than any of us could take in and the only thing we COULD do, was drink. In the United States, for many, they discovered that wine can be shipped directly to your front door, something that became a clever distraction for so many, our online business jumped from a few cases a week being

shipped, to many cases shipped daily! Of course the in-person sales dropped significantly and we juggled weeks of complete closures each month, but the shipping saved us. Social media became a conduit to help the little guy that needs to keep their business going and people responded in a big way; we were lucky enough to be one of those stories. We watched as many did not have success and friends with restaurants or wineries, wine shops and tourist trades were forced to pack-up, it was crushing, in fact it was terrifying. In our case, with a fairly robust social media to begin with, we saw people, very thirsty people, rise to the call to support and with a little creative shove, we started down the path to becoming pandemoholics.

In order to stay relevant, we needed a voice, a sense of humor and a "co-worker plant". Perhaps you saw the videos or memes with someone at their home office desk talking to their houseplant? It became quite funny for everyone to decide that their pets or plants were their new co-workers and we didn't want to be left behind. It used to be said "have you been living under a rock?" when you didn't know about a popular culture element or reference. During a pandemic, when everyone felt like they were actually living under a rock, everyone shared a common world that was

the internet, everyone knew all the jokes. Pretty quickly working from home was fodder for zoom calls mishaps, talking like a crazy person to a potted plant because you now miss the idea of co-workers, or most recently was the appearance of Bearnie Sanders photo-shopped into the most unlikely places; clearly distraction from your ever enclosing walls was a necessity. So, being the smartass that I am, I grabbed my phone and 'went to work'. Our social media boomed as Karen, my flowering potted plant who was a much better "co-worker" than any human, came to life. Spoiler alert, she is a raging alcoholic, especially for a plant. And soon a Wine Show followed (with a little inspiration from Zach Galifianakis' "Between Two Ferns") to give you "A Fern Between Us: Emotional Sanitizer Wine Show" a weekly facebook live.

Karen, who is not a fern but is some other kind of plant, allowed this nonsense to happen because I was spiralling and keeping me out of the wine until noon was a full time job. This should tell you how far I'd slipped down on the crazy spectrum. Needless to say, hosting a weekly, irreverent wine tasting show that also put my talented winemaker husband and I on the spot to give relationship and even sex advice sparked interest. Was this actually a replacement option for all the in person events I was running myself ragged with before? Could this be a new and better way to connect with people? Could this really keep us relevant in the consumer's mind? Can you say pandemoholic?

The world shut down for the foreseeable future and things progressed quickly via the internet. With most of us reaching out (metaphorically of course) to each other to connect via zoom, and social media, the world seemed suddenly closer all while being isolated.

People that probably never would have tried our wines, watched our show and ordered. People stayed clear of stores and relied on shipping or pickup options, zoom happy hours took the place of bars, and soon we had more

fans than ever before! A business surviving the winter months in a rural area is a challenge in and of itself, doing so in a pandemic was cause for alarm, having sailed through it with no small part due to responsibly staying away from people, was completely mind boggling.

It has been a strange year to say the least. Day after day bleed into each other. It is only now as I come to my one year anniversary that I see I am a full blown pandemoholic. During this past year, I learned that people spray spit while speaking, gross. People don't wash their hands, gross. We are used to far too many people being crammed into a space and that in order to feel intimacy, you must be physically touching, neither are necessary and being packed into a space like sardines is, well...gross. So I would like to suggest that you join me in identifying as a pandemoholic and that we adapt and adopt pandemic rules as the NEW NORMAL. Let's wear masks and stop giving each other non consensual germ showers. Let's keep pre-ordering with curbside pickup so busy parents don't have to fight tired kids in the store. Let's limit the number of people we have in a space to a respectable distance, I for one love dining at a restaurant where the next table over isn't privy to everything I say (unless I'm still wearing a mask and then I have to shout for my husband to hear me which ironically means the kitchen staff can now hear our conversation as well). And let's keep in mind the beauty that during this time we have stayed connected with our friends both near and far via our devices and strengthened bonds, rekindled relationships that lapsed and nurtured self care (sometimes known as alcoholism). We have found new ways to navigate this world and they aren't all bad. Having people from all over the world watch our silly little show, share a moment to laugh together and raise a glass in cheers all from the comfort and safety of your home is not only something I want to keep, but the basis for why the New Normal should start with the sentence „*Hello, I am a pandemoholic!*”.



WHERE WINE MEETS WOOD

This crisis manual is not about wine production technology, but about its economy and communication. Nevertheless, we want to offer one short chapter devoted to the fermentation and maturation of wines in wooden barrels. It is not intended for those of you who have known it for a long time, and your bar-ricaia is full of hundreds or thousands oc regularly racked barrels. It is inten- ded for small producers, newbees who are thinking about wood, for example, but are in doubt if it is not too late, if the massive wave has not disappeared.

There are many articles in the literature and on the Internet about the influence of wood on wine maturation. We are pleased to have found a contentually correct, reasonably professional and relatively short text on the web- site of the U.S. Department Of Agriculture Forest Service, prepared by the SIMI Winery technologist.

The following summary originated in one of the Sonoma Valley wineries, we can consider

Simi Winery, Sonoma, California



as „Family Silver“ of California. The brothers Giuseppe and Pietro Simi had traveled from Tuscany, Italy, to California for the Gold Rush and by 1876 founded Simi Winery and started making wine. Today you can taste the taste of Sonoma County in their cozy tasting room. They have had extensive experience using barrels for 145 years (and it's well known on their wines)!

Thanks for courtesy!

OAK AGING AND WINE

Most of us know that the majority of fine wines are aged in oak barrels. But why? What are the advantages? Are there any disadvantages? Are there different kinds of oak? Why are they different? What do these differences mean?

After fermentation is completed and wine is racked several times to remove the largest solids, the young wine is usually rough, raw and “green” and needs to settle for a period of time.

This aging can be done in neutral containers such as stainless steel, cement lined vats, old large casks, etc. or it can be done in small relatively new wood barrels which are not neutral, but which will influence the developing wine.

OAK BARREL INFLUENCE - THE BASICS

Subtle flavours are imparted to wine as it ages in the barrel. Different types of oak (French and American being the two most widely used) from different regions (Limousin, Nevers, Tronçais, etc.) give differing levels of flavour to the wine (most often described as vanilla).

Wine, as it rests in the barrel, goes through subtle chemical changes, resulting in greater complexity and a softening of the harsh tannins and flavours present at the end of fermentation. The effect of specific wood on different wines is the subject of great discussion and experimentation among wine makers throughout the world.

A barrel essentially does two things: it allows a very slow introduction of oxygen into the wine; and it imparts the character of the wood into the wine. *(This diminishes as a barrel gets older. You usually get 50% of the extract that a barrel has on the first use, 25% the second and less after that).*

THE ORIGINS OF BARRELS FOR WINE STORAGE

Most of us are familiar with museum specimens and replicas of archeologically-recovered clay pots and amphorae from Greek and Roman sites: these clay-based vessels predate wooden containers for storage of wine and other liquid goods. But the existence of straight-sided, open wooden buckets, employing the craft of the cooper, is documented in Egypt as early as 2690 BCE (Before the Christian Era). Fully-closed barrels were first developed during the Iron Age (800-900 BCE), and by the first century BCE were widely in use for holding wine, beer, milk, olive oil, and water.

As trade and transportation developed, shippers discovered that sealed wooden containers were vastly superior to relatively fragile clay vessels, and the craft of cooperage -

- barrel-making - was launched, developing in direct proportion to the growth of trade. Wooden casks or barrels had largely replaced their clay counterparts by as early as the second century CE.

The most significant advantages of wooden barrels were, first, their strength: being made of wood and set round with hoops (first also made of wood, later of metal) that bound the joints of the barrels into a double arch; second,



Vega Sicilia, Valbuena de Duero, Spain

Clos de Tsampéhro, Flanthey, Wallis, Switzerland



the barrels themselves were like wheels and could be easily rolled from one resting place to another; third, it became evident that certain goods - like wine - actually benefited from being stored in wood.

This third advantage forms the basis for the entire modern cooperage industry, and in fact is the only real reason for its continued existence in a world where stainless steel and non-reactive synthetic materials outweigh all other advantages that barrels ever possessed.

WHY DO WE STILL USE BARRELS?

If the practice of using wooden barrels for wine storage had not been common throughout the long period of years when wooden barrels were the only practical containers for wine, it is highly unlikely that today's vintners would ever have thought of adding the dimensions of oak flavour to their wines. So we may say that it is a happy, historical coincidence that wine and wood marry together to form a richer, more complex flavour and texture than wine would have were it stored in a totally non-reactive container.

Now, what does an oak (and oak is - almost

without exception - the only kind of wood used for fine wine storage) barrel impart to wine that improves and enhances it? We'll look at two ways that wine benefits from its contact with oak.

First, for red wines, controlled oxidation takes place during barrel aging. This very gradual oxidation results in decreased astringency and increased colour and stability. It also evolves the fruit aromas to more complex ones. Through a program of topping the wine (filling up the barrel) while it is in the barrel and racking the wine from barrel to barrel to clarify it, just enough oxygen is introduced to the wine to have these beneficial effects over a period of many months.

Second, oak wood is composed of several classes of complex chemical compounds, each of which contributes its own flavour or textural note to both red and white wines. The most familiar of these are vanilla flavours, sweet and toasty aromas, notes of tea and tobacco and an overall structural complexity of tannin that mingles with the tannin from the fruit itself (in the case of red wines). The specific compounds creating these delightful nuances in the fi-

nished wine are: volatile phenols containing vanillin; carbohydrate degradation products containing furfural, a component yielding a sweet and toasty aroma; "oak" lactones imparting a woody aroma; terpenes to provide "tea" and "tobacco" notes, and hydrolysable tannins which are important to the relative astringency or "mouth feel" of the wine.

The chemistry of the oak barrel can impart differing amounts and qualities of flavour and texture depending upon the barrel manufacturing techniques and type of oak used.

American oak (*Quercus alba*) versus French oak (*Quercus robur*), sawn versus hand-split, air-drying vs. kiln drying of the staves, and the use of boiling water, steam, natural gas, or wood fire to bend the staves are among the most important variables in the manufacturing process. As you can imagine, the barrel makers and wine makers all over the world hold widely differing opinions on the best way to make a barrel! One thing we can all agree on is that barrel making is an extremely complicated craft - there are no amateur barrel makers!

THE COOPER'S CRAFT

The word "cooper" originates from the barrel makers of Illyria and Cisalpine in Gaul, where wine was stored in wooden vessels called "cupals," and the maker was a "cuparius." If your surname is "Cooper" or "Hooper" you can bet that some of your ancestors were employed in the time-honored craft of cooperage.

Organized coopers' guilds originated in Rome well before the Christian Era. They grew and flourished throughout medieval Europe and reached the apex in the late 19th century, before dwindling rapidly in the years following World War I, as other materials, first metals and then synthetics, replaced the wooden vessels formerly used throughout the household for washing, churning, eating, cooking, and storage.

To understand why this profession is so highly skilled and specialized - with an apprenticeship even today of seven years' duration - let's go through the steps required to make a wine barrel. Keep in mind that both the procedure and the tools have remained relatively unchanged for the past three thousand years.



Bodegas Trapiche, Mendoza, Argentina



BARREL PRODUCTION IS SCIENCE AS WELL AS ART

First, get yourself a tree. Not just any tree of course. Cutting down that messy sycamore in the front lawn that has been plaguing you since you moved in won't work. You'll need a *Quercus robur*, one of the more than four hundred species of oak trees that grow around the world. The *Quercus robur* can easily be found in central and eastern France, where they are grown in government-owned and managed forests, and where you can purchase one at a periodic auction. You will want a tree from a forest located in a cool climate, where the tree grows slowly, thus producing a wood with a tighter grain than those that grow more quickly in the region of Limousin. So you should do your shopping in the forests of **Tronçais, Allier, Nevers, or Vosges**. There are other sources for good oak, such as Slavonia and even Russia, but the most prestigious barrels are made from French wood.

The forest should be planted with very close spacing, a condition that promotes tree growth with straight grain and no knots. These differences in tree structure produce noticeable differences in tastes imparted to the fi-



Vega Sicilia, Valbuena de Duero, Spain





nished wine, and are an important part of how a winery achieves its ultimate style goals for each wine fermented and/or aged in barrels.

You'll want your tree to be at least 100 years old for your purpose, with a straight, unblemished trunk, about five feet in circumference. It doesn't really matter how tall the tree stands, because you'll be using only the part that extends from the ground to the first lateral branches, and if you do a good job, you should get at least 2 and at most 4 barrels from your tree.

Next, you'll need to measure the tree trunk into usable lengths for the barrel staves.

Staves are the narrow strips of wood that are formed into the holding sides of the barrel. You have a choice of making either a Burgundian barrel (*pièce*) or a Bordeaux barrel (*barrrique*). Both shapes of barrel will hold approximately 60 gallons of wine. The slight differences in shape and size between the Burgundian and the Bordeaux barrels don't seem to have any definitive reason except that of tradition.

It may be that because most Burgundian cellars are underground, the barrels work better if they are slightly rounder and therefore roll more easily and are shorter to fit better through inside doorways. Or it may be that white wines fermented in Burgundian barrels have more sediment collect in them from the lees (expanded yeast cells) and that the bigger bulge in the barrel concentrates the sediments more effectively. But type of wood and method of making are the same for both *pièce* and *barrique*.

At Simi, Burgundian or Bordeaux-shaped barrels will be used at our Winemaker's discretion for Chardonnay, Cabernet Sauvignon, or Sauvignon Blanc. His/her choice is based on the particular style characteristics each co-opeage imparts to its barrels. For instance, if a certain lot of grapes has good ripe fruit character but not much spiciness, he might use a François Frères barrel (*pièce*) to add that dimension. For wine that lacks length of finish, he may use a Taransaud (*barrique*), and for wine that needs more weight on the palate to be well balanced, he might choose a Damy barrel (*pièce*). Each lot of wine, be it red or white, will be enhanced in balance and enriched

in flavour and structure by the barrel in which it is fermented and/or aged. But a barrel that begins its life with white wine in it always will be used for white wine, and the same for red wine barrels. Never the two shall mix!

You will have to hand split the logs into halves, then quarters, then eighths, and finally into the exact stave size. You could get twice as many useable staves if you were to saw the logs, but this tends to raise the tannin and astringency of the oak to an unacceptably high level.

You can take a break now, because you'll need to allow the hand-cut rough staves to dry for three to five years in the open air. Open-air drying (as compared to the more rapid kiln drying) decreases the possibility of barrel leakage, and leaches more tannins from the wood, resulting in a softer, finer finished wine. Although the wood must dry, it will be rotated on the stack of rough staves and periodically sprinkled with water so that the final level of humidity in the wood is about 15 per cent. Now you have good air-dried rough staves.

Now that you have good, air-dried rough staves, you can begin to form the finely finished staves. You'll cut them to a precise



*Juan Alcorta Bodega Campo Viejo,
Rioja, Logroño, Spain*

Vega Sicilia, Ribera del Duero, Spain



length and taper them at the ends, so that they fit together snugly when the barrel is curved into shape. Then you'll hollow out the inside flat part of the stave. To assemble the barrel itself, you'll fit the staves onto a frame, and then arrange the staves around an iron hoop. The barrel at this stage resembles a tee-pee, splaying out from the hoop at the top. In order to shape the barrel, you must bend the staves so that they can, in turn, be bound into another iron hoop at the bottom. Simi prefers that you use an open fire of oak wood chips rather than boiling water, steam or a gas fire. The wood chip fire helps provide a toasty flavour to the wine that will age in the barrel. You'll toast the barrel without a lid on it for about 40 minutes at 320 - 325° F. But these are just guidelines: Coopers toast barrels according to their own sense of what will be best, because each cooper has the expertise to extract the best possible characteristics.

You'll custom make flat ends for your barrel and fit them into grooves at top and bottom of the side staves. Next, remove the temporary hoops, and set permanent ones into place. Then scrape and sand the barrel, so that the exterior is smooth. Now pour cold water into

the barrel, and add air pressure to test for leaks. Finally, imprint the barrel proudly with your cooper's brand, and send us a bill for - depending upon the rate of exchange - 550 to 800 dollars.

WHEN YOUR BARREL ARRIVES AT THE WINERY

Your barrel's life has just begun when it arrives at the winery. It will probably be one of a ship's container load of 150 barrels, and will reach the winery between June and August.

Your barrel has arrived with its bung hole (opening in the side for the wine to be moved in and out) sealed by a wooden bung and a piece of burlap. This prevents contamination from entering the barrel while allowing for enough air transfer to keep the inside of the barrel fresh and dry.

No matter how much care you've taken in making your barrel, we will still do a thorough inspection of each barrel that we receive. It is essential to make sure that the barrel is sound - it should smell good and be clean inside. The wood inside, both for toast level and smoothness of finish must meet our expectations, and of course, it must be comple-



Château Pape Clément, Pessac-Léognan, Bordeaux, France

tely tight so that it will never leak.

All incoming barrels are subjected to two different kinds of inspection. The first is one in which our Cellarmaster tests the structural integrity of your barrel by checking the fit and finish, stave length and thickness, bung hole size and fit and by noting any external cracks or splinters.

Our Enologist then scrutinizes the inside of every barrel in the shipment, to make sure that you've toasted your barrel to the level that we've specified (light, medium, or heavy), to see if there are any blisters or char caused by overheating or excessive humidity during the toasting process, and to inspect the wood grain consistency and tightness of fit. He also checks to see if you have used any paste or reeds (the plant material used between the staves in the ends of the barrel) to repair small cracks or holes and to determine if the reeds are intact.

Finally, he notes any uneven planing on the inside or any internal knots.

Your barrel has passed the test! Now we will mark the barrel to identify the varietal and the vineyard origin of the wine that will be stored in the barrel, as well as a complete history of any and all treatment given to the barrel du-

ring its life at Simi. Then we stencil the barrel with a cooperage designation and the year the barrel was delivered.

When the crush begins, and grapes come into the winery to be pressed and fermented

(Chardonnay and Sauvignon Blanc) or fermented and then pressed (Cabernet Sauvignon), the cellar crew goes into action, rinsing the barrels and soaking the heads (end pieces).

Then they pump five or six gallons of hot water into the barrel and seal it with a silicone bung. After rotating the barrel to each end for about twenty minutes, they pull the bung. If the barrel is completely liquid tight, a vacuum should have been created as the water cooled, and an audible rush of air will prove that your barrel is sound.

Your barrel is now filled with wine (Cabernet Sauvignon) or juice for fermentation (chardonnay or Sauvignon Blanc) and from this time on, will undergo a regular, rigorous program of monitoring by the Cellarmaster for the rest of its useful life. These programs of inspection and cleaning, both while the barrel contains wine and when it rests empty before another harvest, ensure that your barrel continues to enhance the wine and that it never

develops any problem that could impair the quality of the wine.

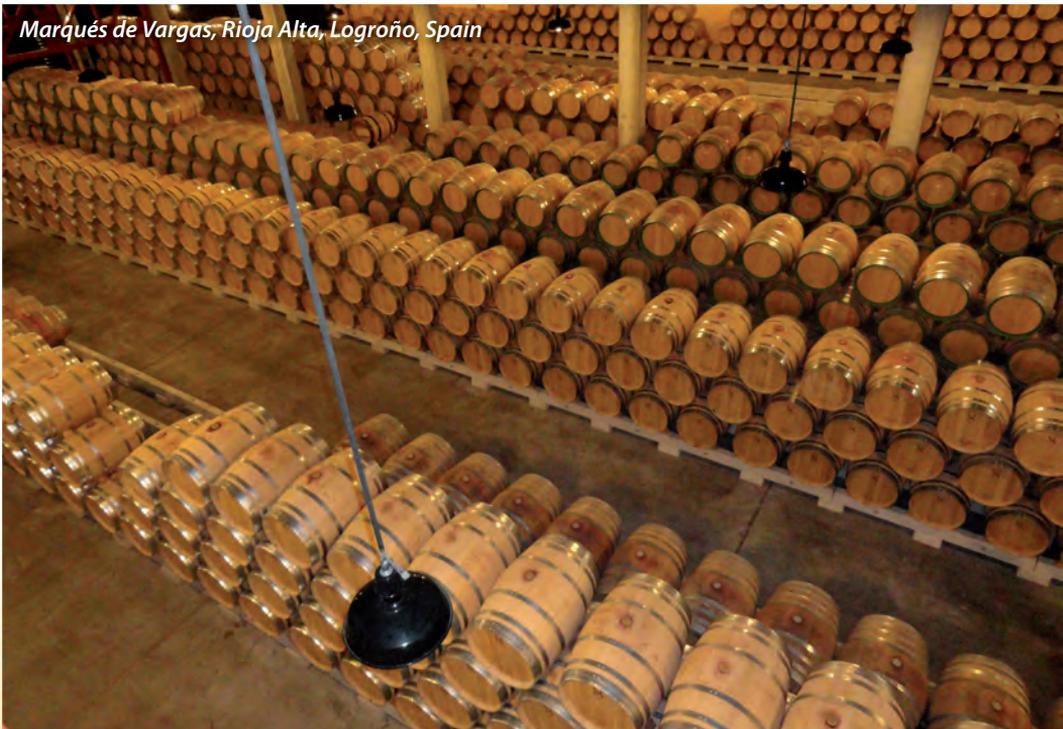
But nothing lasts forever, not even a well-made barrel. At Simi, we use white wine barrels for six or seven years and red wine barrels for five years. After that time, the oak has little or no beneficial flavour components left to impart to the wine, and the barrel becomes essentially a neutral container. But it is still a sound container for wine, and we usually sell it to some other winery who wishes to use it for storage purposes. The final phase in your barrel's life is when your barrel is cut in half and sold for flower planters, at about ten dollars per planter.

But although your barrel is no more, the wine that was aged in it is still being enjoyed, and the connoisseur taster is exclaiming about its rich notes of toast, vanilla, almond, caramel, and clove. These are all nuances of complexity added to the wine from the barrel you made so many years before.

OAK - CHEMICAL STRUCTURE AND ITS EFFECT ON FLAVOUR

Many of the best wines are fermented and/or aged in oak barrels. The barrels can be large or small, old or new, or a combination of these factors. The smaller the barrel, the newer the barrel, and the more time spent in the barrel, the more oak flavours will be imparted into the wine. The source of the wood is also very important. Barrels are made by cutting wood into long, narrow pieces called staves. After seasoning, the staves must be heated so they can be bent to form the barrel. Steaming is the cheap method. The best method is to expose them to a flame. The longer the flame exposure, the more toasted or charred the wood becomes. This greatly affects the flavours imparted to the wine. The following information is from World Cooperage (www.worldcooperage.com), makers of oak barrels.

Wine making has enough mysteries. That's why we've taken great steps to





Weingut Erwin Sabathi, Pöbnitz, Steyermark, Austria

understand the various species of oak and the role they play in winemaking.

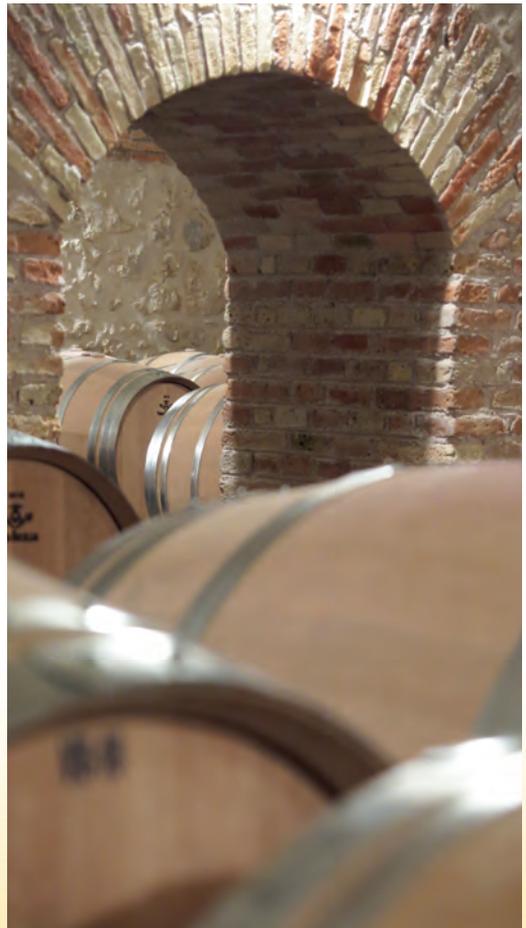
THE COMPOSITION OF OAK AND ITS FLAVOUR CHEMISTRY

Tannin - [We tend to think of tannins in wine as coming from the skins, pits, and stems of the grapes, but in fact some comes from the oak barrels in which the wines are aged.] While tannins are approximately 1% of American oak and 8% of French oak mass, they play a vital role in [wine] aging. Hydrolysable, heat sensitive tannins stored in the tree's radial rays, are controlled by seasoning regimes, bending techniques, toasting times, and toasting temperatures. Today, precise oak tannin levels are achievable thanks to science.

Lignin -> Vanillin - A family of compounds, notably vanillin, is released during oak lignin breakdown. Slowly, nature's elements including precipitation, ultraviolet rays, and fungi, break down lignin. Toasting accelerates the degradation. Scientific understanding of these processes allows for more precise flavours.

Cellulose - The most abundant, natural polymer on Earth, cellulose is nearly 50% of white oak, but plays only a small part in aging wine. It is important because it holds the wood together.

Hemicellulose -> Wood Sugars/Body - Air



seasoning initiates the polymer's breakdown into simple sugars. As oak climbs through 300° F during toasting, more simple sugars form. Caramelized sugars and sweet-associated aromas then develop.

Toasty characters develop as the oak passes 420° F. Using this research, controlling temperatures allows definable, repeatable flavours.

American Oak (the strong *Quercus alba*) - Structural differences in American oak's hemicellulose and lignin result in more intense vanilla, wood sugars, and toastiness. Because stave timber is purchased from private landowners, log costs are lower. Its density, high tyloses, and straight grain means higher yields, machine cutting, and lower cost barrels with popular traits.

Templářské sklepy (Templar Knights Cellars), Čejkovice, Czech Republic



THE STRUCTURE OF OAK AND ITS CONTRIBUTION TO FLAVOUR

French Oak (the fragile sessile oak *Quercus petraea* Liebl.) - When examining French oak, we find the highest tannin of the oak types. Wine has easy access to an array of compounds in the more porous sessile oak, providing multiple extractives. An example is the popular spice notes that stem from extractives such as caryophyllene and copaene. Structurally, one finds less tyloses. Hand splitting following the grain is required. Logs sourced from the Office National des Forêts make for more expensive timber. This results in a more expensive barrel that is appreciated by winemakers for its flavour characteristics rather than its price.

Eastern European (Slovenian & Hungarian) Oak (the slow growth *Quercus petraea* Liebl.) - Under a microscope, this sessile oak is structurally similar to what is found in France, yet it has slightly different qualities including less tannin. These trees grow more slowly and are smaller, creating fine grain and extremely subtle extraction. Research shows that its hemicellulose breaks down more easily, forming a different spectrum of toasty aromas.

Eastern European oak is purchased from both government controlled forests and private land. Although the logs are less expensive, lower yields produce barrels that are about average in cost.♣



Nicolas Mähler-Besse

Nicolas graduated from Sup de Co Bordeaux and started his career as head of France and Export at the Radoux cooperage in 1998. He became Export Director in 2000, International Sales Director in 2002, and relocated to California in 2009 where he worked as Managing Director of the American production subsidiary Radoux Inc. He returned to France in January 2011 to take up his current position of Managing Director of the Seguin Moreau Group. Since June 2017, he has been in charge of the Winemaking division, which includes Seguin Moreau and Vivelys.

SEGUIN MOREAU FOR THE FUTURE

We can already see a transformation of the barrel market since there is demand for premiumisation. And we believe that the trend will continue in the future.

First, we do notice that the entry-range barrel's offer is currently disappearing in favour of the high-end offer of alternatives.

This trend is good news for the final consumer and for our customers as well: qualitative wood for oenological product will give more qualitative results on wine aging than an entry-level barrel. Besides, the cost of using these alternatives products is lower than that of using barrel (ie: cost of „part des anges“, cost of cellars and cost of barrel cleaning). On top of that, they are easy to use and the products can be used at different vinification stages: from

fermentation to the aging. For all these reasons, there is a strong demand for this product category and our internal figures and trends can confirm this growth.

At the same time, demand is more and more focused on high-end products.

As an example, we have developed a range benefiting from the same precise wood selection that we apply to our barrels - which is also the DNA of our cooperage. The name of this range is "EXCEPTION" because it is an exceptional product: not only in its components



and analyses but also for the results obtained with wines. Firstly launched in OENOCHIPS format, we had to integrate it into our OENO-STAVE range upon request from our customers. And we are already thinking of offering it for other types of alternatives. This product range enhances fruitiness whilst respecting the identity of the grape varieties and boosts the positive impact of oak (volume and softness, round on tannicity...). And this result can be obtained thanks to this precise wood selection combined with a unique combination of selected oaks.

Over the same period of time and that is a parallel trend we can observe, there is a stronger customer demand for very premium barrels, with a specific profile, and a very qua-



litative wood selection. This trend is mainly driven by fine wines. These estates are clearly looking for even more precise tools for their wine aging. As an example, we have launched a very premium new barrel in 2020: the QTT barrel. This name comes from the discovery, after a decade of research, of unknown compounds – the ‘quercotriterpenoside’ the QTTs - contained in oak and offering significant sweetening properties.

Despite the COVID context, this barrel has been enthusiastically adopted by very high-end customers. It benefits from a very precise oak wood selection, achieved thanks to a patented precise and technological analysis at the ISVV (Institute of Vine and Wine Sciences

” Every barrel has a story. We preserve the natural wine barrel marks and veins to show the authenticity of the life and story of each barrel.

Alejandro Fernández, Pesquera

from Bordeaux) laboratory, a long-term partner of our cooperage. Our barrel is a response to the genetic variability of wood. By adding sweetness or flavour to the mid-palate, it enables the wine to linger and helps to carefully preserve the particular features of grape varieties and terroirs.

Finally winemakers’ objective is to have, year after year, consistency in the barrel they opted to use in order to reach their oenological targets. This is only made possible when the oak DNA is precisely known through analysis since wood variability can be avoided. Therefore, combined with the appropriate toasting level, the resulting barrel profile can be infinitely achieved. Seguin Moreau has been conducting oak analysis since the 1980’s, giving the cooperage a valuable knowledge and database on oak profiling. This resource enables us to market barrels with an oenological profile – it is our ICÔNE range which is celebrating its 10th anniversary this year.

Thus, we do globally assist to a premiumisation of the different “aging” products you can find in wineries whatever the category concerned.

Regarding the Corona impact on the cooperage and wineries. It is clear that it does not have the same impact in different countries or for the various actors of the wine industry.

As far as cooperages are concerned, we do observe that there are two types: the ones which are mainly focused on wine industry and the ones who are also involved in spirit industry.

The second ones, such as Seguin Moreau,

have been less impacted by the crisis, as the spirit industry has also been less impacted, and particularly Cognac, where we are well represented.

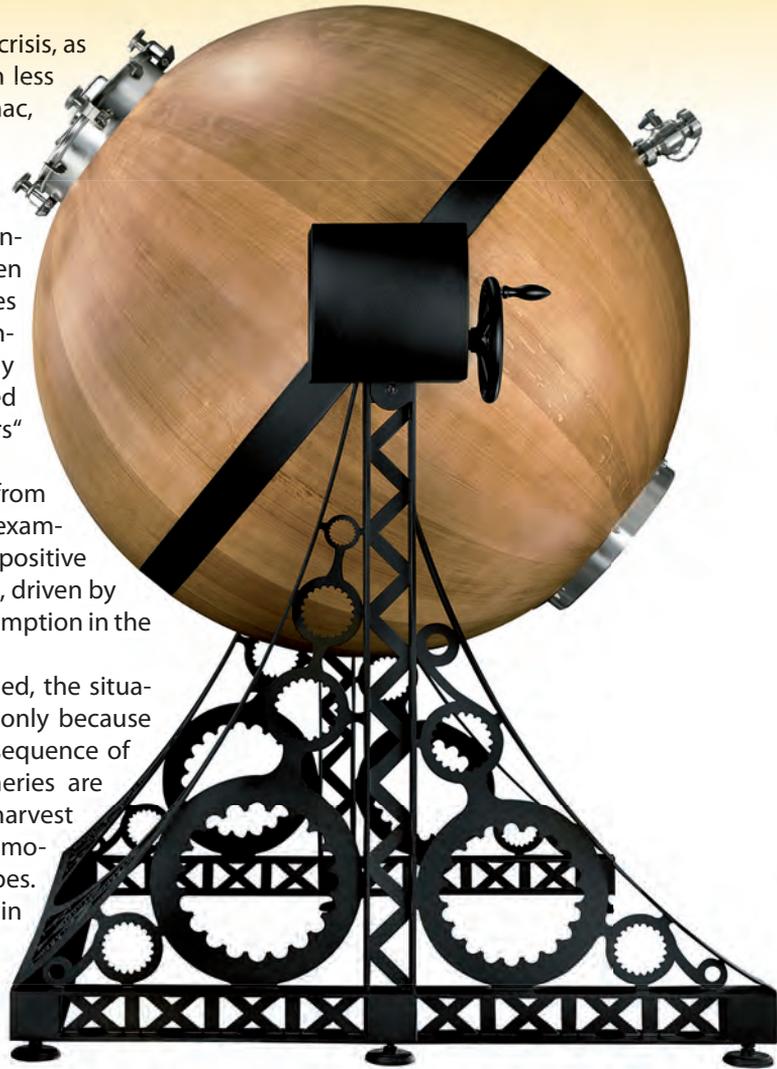
Regarding wineries, we also have many different situations: our customers mainly using on-trade distribution have been more impacted than the ones who were more off-trade orientated. Fines wines and especially “Grands Crus Classés” are spared more... The “Bordeaux Primeurs” went well.

But the situation also differs from one country to another. As an example in Brazil, we have seen a very positive trend in local wine consumption, driven by an overall increase of wine consumption in the country.

As far as the USA are concerned, the situation is also really different, not only because of the COVID but also as a consequence of the Californian fires: many wineries are strongly impacted in terms of harvest of course, but also due to the “smoke taint” for the remaining grapes. Many American cellars contain empty barrels...

I have previously mentioned some of the new products that have been developed in the past few months, as many answers to our customers’ requirements. They actually ask for more specific and precise tools but their requests also follow a global final consumer’s taste change that we are all aware of: the switch to the expectation of a less woody wine, a better respect of the fruit and of the terroir.

As a consequence, we have adapted our offer to this massive, worldwide trend and what we call internally: “the wood without the wood”. i.e making sure that wine benefits from the positive impact of oak wood, but does not taste like wood...



Thus, our sales figures show today that lighter and open toasts are increasingly present in our range. To accompany this move, we developed a specific toasting method combining water and fire, called “AQUAFLEX”. In fact, customers no more look for toasting aromas, but aim to enhance their terroir. In order to match as many varieties and terroirs worldwide, our range encompasses more than 11 qualified toasts for our customers.

But this trend is also seen in the size of barrels. We can observe that, in some regions, this trend of “wood without wood” increases

our demi-muid offer (600L), sometimes equipped with micro-vinificator. In other regions such as Burgundy we also see increased demand for our 350L, normally more used in Cognac...

This willingness for a greater respect of the terroir is also visible in the vinification process and drives our team to develop new products and solutions in the vats and casks category also.

And this is the case with our new-born "GALILEO": this amazing spherical oak tank is equipped with a rotative system. This innovation offers the opportunity for gentle extraction and allows to easily and smoothly put the lees in suspension. The spherical shape also participates in enhancing the wine fruitiness as it offers a new way of maturing on the lees whilst ensuring maximum thermal inertia.

Preserving the fruit is also the objective of another brand of Seguin Moreau Group, GALILEO.

Born from an intrapreneurship within our cooperage, the GALILEO offers spherical lightweight concrete vats destined for the sustainable wine industry. Patented innovations, GALILEO range comes in 3 different size: 30HI, 15HI and the latest G8HI to focus even more



on plot by plot vinification. The spherical shape combined with its innovative

lightweight concrete material best keeps the contents safe from external environmental influences and aims to preserve convective motion and the energy of the grapes and wine. Also available with a rotative system, its makes it possible to control the extraction during maceration and avoid using the pump when stirring the lees, thus respecting the grapes even more.

A new, innovative and qualitative offer to meet the expectations of cellar masters ! ♣





*Bodegas Alvaro Palacios S.L.,
Gratallops, Tarragona, Spain*



SELECTION
J.B. MARTIN
FFMN
08868

CHAMPAGNE and the others...

Bubbles on the run!



The IWSR prediction is, the sparkling wines and Champagnes will recover from the pandemic crisis as first from all wine styles. I would like to remind, people what means Champagne and what is the difference comparing to sparkling wines.

Many people think Champagne is the name for any white sparkling wine. Not so. Champagne is a specific region of France and only wine that comes from there, made from a specific assortment of grapes and prepared following very specific rules can carry that name under French and European Union, worldwide respected law.

The Champagne production zone (AOC vineyard area) is defined and delimited by the law of 22nd of July 1927. It lies some 150 kilometres to the east of Paris, extending into the departments of the Marne (66% of plantings), Aube (23%), Aisne (10%), Haute-Marne and Seine-et-Marne. The zone stands at roughly 34,000 hectares of vineyards, spread across 320 villages ('crus') of which 17 traditionally rank as 'Grands Crus' and 42 as 'Premiers Crus'. **Nowhere else is allowed to produce sparkling wine called Champagne. Yes – sparkling wine, Crémant, spumante, Sekt, Cava, pezsgőbor, vin spumant, köpüklü şarap, espumante ... whatever you want, but not Champagne.**

The Champagne region lies at the northernmost limit of vine cultivation (latitudes 49°S and 48° North for Reims and Bar-sur-Seine respectively). The vineyards in Champagne are planted at altitudes of 90-300 metres, on predominantly south, east and southeast facing slopes. Average gradient is around 12%, rising

to nearly 60% in some areas. The subsoil in Champagne is predominantly limestone. Outcropping sediments are likewise composed of 75% limestone (chalk, marl and limestone proper). This type of terrain provides good drainage and also explains why certain Champagne wines have a distinctly mineral taste.

It is the special nature of the Champagne terroir that determines the choice of plantings. Black Pinot noir (38%) and Pinot Meunier (32%), and white Chardonnay (30%) are the main allowed varieties.

Harvesting is entirely manual, every year for about three weeks, around 100,000 pickers, porters, loaders and press operators descend on the vineyards of Champagne for the harvest – the moment every winegrower has been waiting for.

Pressing centres are very strictly regulated, in line with more than 20 approval criteria that were introduced in 1987. Juice extraction is strictly limited to 25.5 hectolitres per 4,000kg marc, separating the first pressing juice (the cuvée, representing 20.5 hl) from the second (the taille, representing 5 hl). Each has quite specific characteristics. The cuvée is the purest juice of the pulp – rich in sugar and acids (tartaric and malic). Cuvée musts produce wines with great finesse, subtle aromas, a refreshing palate and good aging potential.

The the juice ferments in stainless vats or wooden barrels. The result is still wine with about 11% alc.vol. Once fermented, is time for assemblage, which is the art of blending wines from different grapes, vineyards and vintages, so as to produce a wine that is greater than the sum of its parts. The aim of the cellar master

or winegrower who orchestrates the blend is a unique Champagne that, vintage after vintage, expresses and perpetuates the particular vision and style of each individual producer.

The winemaker kick-starts the effervescence by adding a sweet solution known as the 'liqueur de tirage' – a mixture of still wine from Champagne with cane or beet sugar (20-24 grams/litre, for a rise in pressure by the end of fermentation of up to six bars), plus selected, acclimatized yeast cultures and additives that assist the 'remuage' process (riddling). These consist of bentonite or bentonitealginate that make the sediment heavier, encouraging it to slide down to the neck of the bottle, near the cork.

Once filled, the bottles are hermetically sealed with a polyethylene stopper known as a 'bidule', which is held in place by a crown cap. A few producers still use cork for the 'tirage' (bottling) stopper. The bottles are then transferred to the cellar and stacked 'sur lattes': horizontally, row upon row, usually in steel cages.

Inside the bottle, the wine undergoes a second fermentation that continues for 6-8 weeks. The yeasts consume the sugar, transforming it to alcohol and carbon dioxide, releasing esters and other superior alcohols that contribute to the wine's sensory profile.

According to the rules of the Champagne appellation, wines may not be bottled until the 1st of January following the harvest. They must then spend a minimum of 15 months maturing in the producer's cellars, of which 12 months is maturation on lees. Vintage cuvées are matured for at least three years. In practice, most Champagne wines are cellared for considerably longer than this.

Towards the end of their long resting period, the bottles must be moved and rotated to loosen the deposit left by the second fermentation and persuade it to collect in the neck of the bottle, near the stopper. This process known as 'remuage' causes the sediment to slide downwards in preparation for disgorgement (the ejecting of the sediment under pressure).

HOW TO BEST ENJOY DRINKING YOUR CHAMPAGNE

The versatility of Champagne is well known. It can be enjoyed in so many ways you could write a book about it! In fact much has been written about it!

Let's begin with cooling the bottle. Place the bottle in an ice bucket with ice cubes and water for half an hour, or store the bottle on its side in the bottom of your refrigerator for four hours. Never put it in the freezer!

The officially recommended temperature is about 8° C - 10° C (46° F - 50° F). but I personally prefer a little bit cooler. Then it's cool...

You aren't Formula 1 race winner. Don't pop that cork like them! Yeah, it looks cool. But don't be a hero. I never open Champagne like that, and no sommelier will. Put your thumb on the top, turn the bottle, not the cork, and not remove it until the cork is off. Point the bottle at 45 degrees and having a cloth napkin between your thumb and the cork. Then, gently twist the bottle, giving you a lot more control.

Most of sommeliers will tilt the glass 45 degrees just as you would when pouring a beer from the tap, because the bubbles hit a larger surface area of the glass, which reduces the amount of foam and allowing you to pour it faster. But being in Champagne, the waiter will serve pouring the wine into a glass that's set on the table. They believe that's the correct way to pour it.

First, look at the champagne, then smell it. Hold your nose over it and see what you can smell. There are five aroma groups. Flowers, vegetables, fruits, dried fruits, indulgent delicacies. **Don't swirl your glass!** You lose the CO₂ by aerosol and show to the others, you aren't the connoisseur. Take a little sip, let it roll down your tongue, down the palate. The longer the flavour lingers in your mouth, the more high end, the more expensive the champagne will be.

And the best advice? Don't take the whole thing too seriously. The best wine is the wine you enjoy with your friends or loved ones. ♣



CAPTAIN of CHAMPAGNE

Charles Goemaere ■ ■

Working for Comité Champagne (CIVC) since 2003. Intellectual property lawyer involved in IP litigation (North and South America, Africa, Asia-Pacific) who managed IP litigation relating to the protection of Champagne PDO in 70+ countries, Head of Legal Department, then Director of economic and legal affairs. Since February 2021 „Directeur général Comité Champagne (CIVC), l'entreprise de services qui réunit vignerons et maisons.“

It is always a pleasure to talk to someone who understands their field. Even if it's at a distance. However, you may have some troubles talking to a lawyer. What is even worse is, when two lawyers are talking to each other. Then the person asking gets precisely formulated, yet very strict answers to their precisely asked questions. However, they will surely be correct.

How have bans and travel restrictions affected the last harvest? What assistance and help does the French state provide to winemakers in Champagne? How has the pandemic affected the work of your wineries?

After 2018 and 2019, the 2020 harvest completes a trilogy of magnificent harvests, promises of exceptional cuvées for the years to come. However, the closure of main centres for consumption and sales, along with the cancellation of many events, put the business under pressure and called for rapid adaptability, in a climate of considerable uncertainty, to ward off the consequences of the health and economic crisis.

The industry has thus organized its resilience and adopted courageous and unprecedented decisions last August: significantly adjusted grape harvest volumes for the year 2020 in order to distribute the efforts between growers and houses where shipment have been severely impacted, and do not increase stocks.

Following the rule in Champagne, grapes must be picked by hand. What development do you expect in this field for 2021, 2022?

We do not expect any changes, the rule is still the same

One of your press releases says, Champagne has been hard hit by the world economic crisis linked to Covid-19 and suffered a historic drop in shipments. Can you provide us with some numbers, graphs ?

Shipments of Champagne in 2020 totalled 244,3 million bottles, down 18% compared to 2019.

Already in retreat before the crisis, the French market continued to fall (-20%). Champagne's three leading export markets likewise recorded serious falls this year: -20% in the United States, -20% in the United Kingdom and -28% in Japan. This drop was meanwhile offset by the relative strength of traditional markets in Continental Europe : Belgium (-5%), Germany (-15%), Switzerland (-9%); and the Australian market recorded a notable increase with growth of 14%. Taken as a whole, export markets lost 16% of their volume.

Do you consider as important when the wine region adheres to its traditions, or is it time for news, experiments, changes in the first quarter of the 21st century? What



about sweet champagne served „on the rock“? What has changed and what changes will remain?

Since its birth, Champagne has always invented new viticulture and oenological techniques and adapted to consumer's changes, but Champagne has always adhered to its traditions as far as quality and specificity are con-

cerned. No new technique has been adopted without the proof it would not change the high quality and the characteristics of Champagne wines. Sweet dosage is not new, in the 18th and 19th centuries, Champagne was drunk rather sweeter than today. 90% of the whole sales is still « brut » style and « non dose » wines are also appreciated.

Rosé is more and more appreciated; it stands now for 10% of total export. Today consumers understand that Champagne is not only for celebration, the diversity of the styles (due to blending, dosage, cellar masters strategies) makes it adaptable to many situations and many foods. Another important change over the last 20 years and for the future is to adapt to climate change and reinforce our commitment to sustainable development, 30% of the area is already environmentally certified and we aim for 100% in 2030.

What are your main communication activities and channels in the time, when all major trade fairs are cancelled or postponed? How do you address the generations of Millennials and Hipsters?

This time offers an incredible opportunity to fasten Champagne growers and houses digital shift, especially in terms of communication (to professionals and consumers). Most physical Food and Wine events and lifestyle events have been cancelled but virtual trips, e-conferences, social network stories and webinars have replaced them.

Champagne is an experience to live, thus some “phygital” activities have emerged, such as e-masterclasses with at-home bottle delivery

3 major impacts :

- bringing Champagne closer to new generations, talking with their codes and channels.
- allowing more Champagne local workers to meet their wine professionals and consumers all around the world without travelling
- talking to people outside of major cities who do not attend physical events in those major cities ♣

CHAMPAGNE DEFENCE WORLDWIDE

If this is not clear enough from previous texts, here is some legal information as to why no other sparkling wine can be called Champagne, why Cognac is Cognac, and why Parmigiano-Reggiano may only come from the Reggio Emilia region or Emilia-Romagna.

This regulation (enforced within the EU and being gradually expanded internationally via bilateral agreements between the EU and non-EU countries) ensures that only products genuinely originating in that region are allowed to be identified as such in commerce.

The Comité Champagne operates via a global network of bureaus in 16 of the biggest export markets for Champagne. Their job is to protect the image of Champagne within their respective markets and report misuse of its name. Some disputes may be settled out of court, some go to trial.

The reputation and importance of the Champagne appellation has long been a source of envy for other producers, spawning hundreds of imitations every year. Some brands are easy to copy, but Champagne is a unique product born of the shared heritage of Winegrowers and Champagne Houses whose livelihoods depend on protecting that heritage.

They also have a duty to protect consumers against misleading claims made for any wines, beverages or products that trade off Champagne's reputation as an appellation of guaranteed origin and quality.

It is therefore the policy of the Comité Champagne and the IMAO to prosecute anyone who misappropriates the reputation or identity of the Champagne appellation.

The Champagne Bureau for Americas is located in Washington, DC, and is the U.S. representative of the Comité Champagne, the

”

In victory, you deserve champagne.
In defeat, you need it.

Napoleon Bonaparte

trade association that represents all the grape growers and houses of Champagne, France. The Bureau works to educate US consumers about the uniqueness of the wines of Champagne and expand their understanding of the importance location plays in the creation of all wines. We are intently focused on ensuring Champagne is properly protected in the United States, as it is in most of the rest of the world.

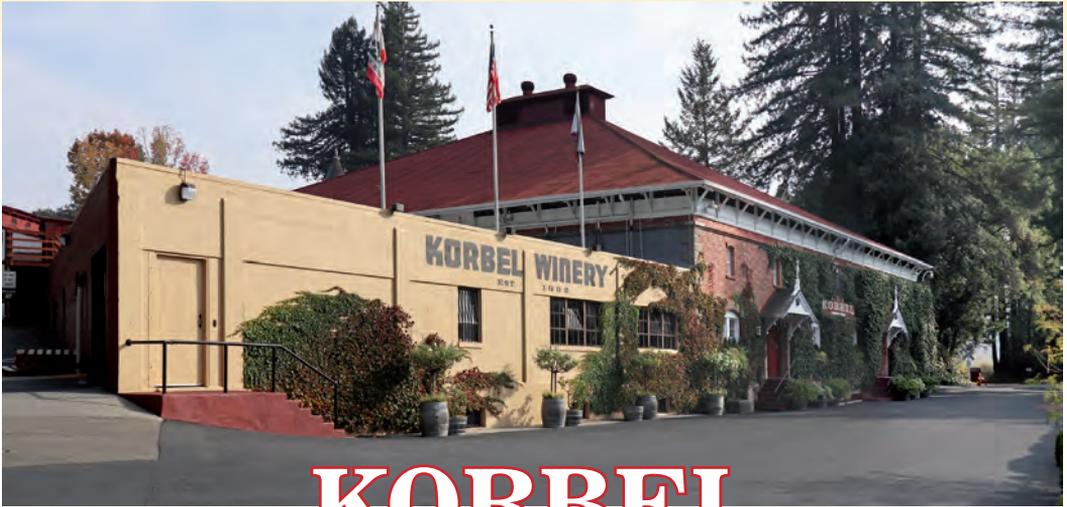
As the world's two largest economies and major wine producers, the United States and European Union are key players in the global wine trade. Both have truth-in-labeling laws that seek to properly inform consumers about the contents or ingredients of products, as well as strong trademark systems designed to protect brand names from illegal use by others. While most quality winemakers around the world do not misuse geographic indications, that is not the case in the United States.

Only wines made from the grapes grown and harvested in Champagne and then produced under the strict regulations of the Champagne appellation can bear the Champagne name. This unique location – called terroir in French – is integral to the wines that are produced and that is why the Champagne community and quality wine producers worldwide call for the all wines that bear the Champagne name to only come from Champagne, France.

In the same way that a Napa wine comes only from Napa Valley, California, Champagne comes only from Champagne, France. This is the law of the land in Brazil, China, the EU, Mexico, Canada and the majority of the countries worldwide. The United States is one of the last countries in the world to not reserve the Champagne name exclusively for wines from Champagne. ♣



★
MOET
&
CHANDON

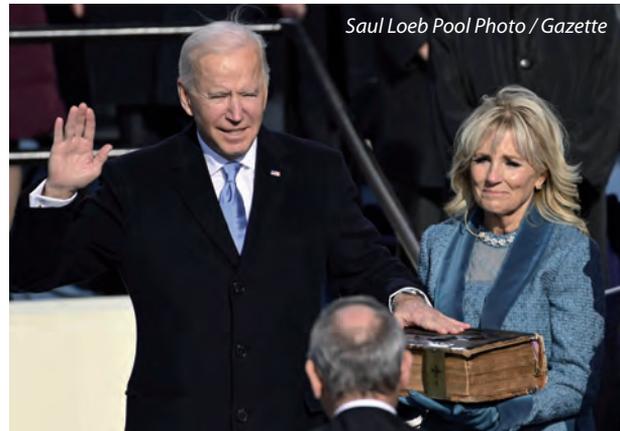


KORBEL CALIFORNIA CHAMPAGNE

„I do solemnly swear that I will faithfully execute the Office of President of the United States, and will to the best of my Ability, preserve, protect and defend the Constitution of the United States.“ This pledge is sworn by the presidents of the United States on January 20 after the election, based on the 20th amendment to the Constitution, according to which Franklin Delano Roosevelt was sworn into office for the first time in 1937 on the same day.

The inauguration ceremony is usually followed by a toast by the special presidential edition of Korbel California Champagne. The brand and the family are justifiably proud to have been selected for the inaugural toast of US presidents twelve times already. However, this year the toast remained hidden from public and media could only show Senator Bernie Sanders in gloves.

The story of the Korbel brothers from Prague is one of the typical stories of the American dream fulfilled in the Czech way. And maybe it would fit more into the chapter on the real stories of wine. However, bubbles are bubbles, so Korbel belongs to Champagne if only because of its name!



Saul Loeb Pool Photo / Gazette

President Biden just sworn in under there ciscumstances, President Obama could have a toast.

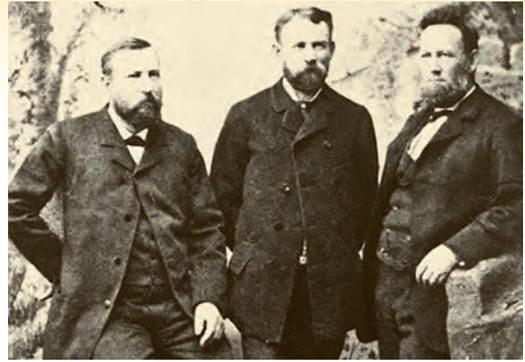


There are stories being told that the eldest of the brothers, František, born in 1831, was a well-known figure of his time. Under dramatic circumstances, he took part in the revolutionary uprising of 1848, knew how to play cards well and it was supposedly his mother who helped him escape from prison and to move abroad.

He landed in New York, went through the obligatory immigration camp... and started from scratch - he worked on the railroad and later he helped in a printing company. When he learned the language, he started trading in cigarettes, cigars and tobacco. Soon the seat began to get too hot for him in New York as well, so he moved to the Pacific coast and set up a workshop for repairs of then popular decorated cigar boxes in San Francisco. He established a well-run company that needed to expand - so he wrote to his homeland asking his brothers Antonín and Josef to come to see him.

In 1862, they formed a company called F. Korbel & Bros. and opened the first cigarette box factory in San Francisco. Before long, they bought their own schooner to import veneers from around the world. They became involved in the timber trade, began trading in bulk, set up an industrial sawmill and made lumber for use in the thriving construction industry in San Francisco.

It was their interest in timber that brought the brothers into the forests of California's Russian river in 1872. When the construction boom subsided, they had a lot of wood in stock and only a few orders. And because when sorrows come, they come not single spies but in battalions, the Chinese set their factory on fire and their schooner with an uninsured load of cedars sank ... It was necessary to take a breath and start all over again.



They found that the developing California winery industry needed wine boxes. They invented a handy box, the shape of which they had patented and they soon turned the remaining stocks of lumber into popular and sought-after wine packaging. As a result, they



recovered financially and the Korbel brothers slowly began to become wine-makers. They sold the cows and changed the dairy, which they built right next to the railway line into a winery.

They turned the agricultural land into vineyards.

They again turned to their homeland for help and in 1884 they brought the winemaker Frank Hašek from Mělník. Hašek already knew and therefore used the traditional champagne method for the production of sparkling wine.

In 1894, Korbel sparkling wine which was proudly referred to as champagne, was first introduced to the American market and the 1900 millennium was celebrated by America with Korbel as a nationally valued and recognized brand.



Promising business was interrupted by prohibition. The childless František returned to Prague, where he lived to see the declaration of the independent Czechoslovakian state. He died in Prague on January 1, 1920 at the age of 88.

After the end of the prohibition in 1933, the production of sparkling wines was resumed in the company but none of the brothers lived anymore. Ownership of the winery passed to the second generation and seven cousins continued the family tradition. In the early 1950s, the cousins agreed that it was time to sell the business.

They were looking for someone to continue and develop the family tradition - and they found such person in Adolf L. Heck, a winemaker with roots in Alsace. Adolf Heck really put all his efforts in it - in 1956 he introduced Korbel Brut, much lighter and drier than other American sparkling wines of the time. He selected his own yeast cells and introduced Korbel Natural, Korbel Blanc de Blancs and Korbel Blanc de Noirs. Korbel „Champagne“ has become a benchmark for other American sparkling wines. Adolf Heck ran the Korbel winery until his death in 1984.



He was succeeded by Gary Heck, who still heads the group today. In addition to one and a half million bottles of sparkling wine, it also produces four and a half million bottles of the highly valued brandy of the same name and seven and a half million bottles of still wines Cabernet, Chardonnay, Sauvignon blanc, Zin-

fandel, Pinot Noir and Merlot with the prestigious Sonoma designation of origin.

To this day, the F. Korbel & Bros. brand has remained a private company owned and operated by the Heck family.

I am asking Margie Healy, vice president of communications for F. Korbel & Bros. a question you surely also have on your tongue: How come California wine from Guerneville, Sonoma is called Champagne?

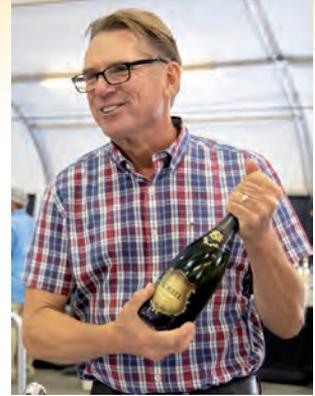
And Margie is ready for it.

„The term Champagne is, of course, intended exclusively for sparkling wines from the French region of Champagne, produced in accordance with the rules of the Comité Interprofessionnel du vin de Champagne. In the European Union and many other countries, the name champagne is legally protected by the Madrid system under the 1891 Treaty, which reserves it for sparkling wine produced in the region of the same name and compliance with the standards defined for this designation as appellation d'origine contrôlée; the protection was reaffirmed in the Treaty of Versailles after the First World War. Similar legal protection has been adopted by more than 70 countries that have signed agreements with Europe, restricting the use of the term champagne to products produced in this area of France. The United States prohibits the use of such a name for all new wines produced in the United States. Only those producers who historically and for a long time were granted the consent to use some protected designation before 2006, when the international agreement was concluded, may continue to use it but only if it is accompanied by the true origin of the wine. That is our labels bear exclusively the California Champagne name for 130 years. It has been a part of our brand and the name of our company since it was founded and when it produced one of the first quality sparkling wines using méthode traditionnelle in America. After all, we are also participating in the United States name protection of wine-growing place names project, which was launched in America fifteen years ago.“



Paul Ahvenainen

Paul is the Director of Winemaking at Korbel, let say „Maitre de Cave“. Paul began his career at Korbel Champagne Cellars in 1985, shortly after his graduation from the University of California at Davis . Paul was promoted to the position of Winemaker prior to the 1996 harvest, named Senior Winemaker in 1998, and eventually Director of Winemaking in 2003. As Director of Winemaking, Paul works closely with the entire winemaking staff and is ultimately responsible for all Korbel California champagnes, wines and brandies.



Margie Healy, vice president of communications for F. Korbel & Bros., contacted me with the head winemaker Paul Ahvenainen, BTW first ever Finnish winemaker I met on my wine tours over the world. And Paul answered all our questions.

How have bans and travel restrictions affected the last harvest, and the consumption?

There is no question that the closure, or limited operation of restaurants has had a large impact on many restaurant workers, owners and many wineries. Particularly hard hit are the small wineries that are family operations that were selling to similar small family owned restaurants. I think it will take several years for this market to recover. On the other hand with people staying at home, the sale of wine for home consumption is up significantly.

In the US, sparkling wines are largely a celebratory beverage. What Korbel experienced is a significant downturn in sales in the spring when Covid first became a big issue. People were just not celebrating being stuck at home. But by summer people figured out that life goes on, even if they are stuck at home. There are still family celebrations that can be held at home. Korbel sales quickly recovered in the second half of the year, and we ended up with normal sales for 2020 overall.

Unfortunately, due to travel restrictions and general issues with gatherings, the tourism and hospitality parts of the winery are pretty much shut down. Hopefully this will change soon.

How has the pandemic affected the work of your house?

The actual work of harvest and sparkling wine production has been challenging. Fortunately, Korbel took Covid seriously from the very beginning. Masks, hand washing, Zoom meetings and social distancing just became the normal way to work. While we all miss tasting wines together and having team meetings together, we have found ways to make good wines, working safely in a pandemic.

An important reminder of the nature of life came with harvest. Apparently nobody told the grape vines that there was a pandemic (or major local fires). The grapes ripened just as always, and we just had to figure out how to make harvest work on nature's schedule.

How do you see the future of sparkling wines, what changes do you expect?

In the short term, I think sales will continue to be strong for reasonably priced sparkling wines sold for home consumption. In the long term, restaurant sales and wine-tourism will come back, but it will take time. Overall I feel good about sparkling wine for the long term. I particularly think that Korbel's lighter, easy to approach style is a winning way to go.

America became mad on low-alcohol and non-alcohol wines, malt- and wine-based premixes (RTDs). Do you expect, these carbonated premixes can threaten natural sparkling wines?

Sparkling seltzer type products like White Claw, Truly, and others are very popular, particularly among younger adult Americans. There is both threat and opportunity for the sparkling wine market. Sure the success of seltzers takes market away from other adult beverages, mostly beer. However, it just reminds us that US consumers like bubbles in their beverages. Maybe young drinkers will move on from seltzers to sparkling wines, who knows... ♣



How Many Bubbles Are in a Bottle of Sparkling Wine

All sources seem to point to the research of scientist Bill Lembeck, who calculated the volume of CO₂ in a 750 milliliter bottle of Champagne and divided that number by the volume of an average bubble.

He already knew that the average pressure in a Champagne bottle was 5.5 atmospheres at 20 degrees Celsius. Accordingly, a 750 milliliter bottle contains 4,125 milliliters (252 cubic inches) of gas dissolved in the wine. The gas is not released until the cork is removed. But

he still needed to calculate the volume of an average bubble.

Using an optical comparator, Lembeck determined the average bubble diameter, and compared the volume of the CO₂ dissolved in the liquid with it. Lastly, he divided this available volume of gas by that of the average bubble. And that's how Lembeck got 49 million bubbles at 20 degrees Celsius. But your sparkling wine is colder. Then, something between 50-55 millions is the result.

NEW FIZZY PACEMAKER

I'm raving about Czech proverbs in this book, so here's another one: **When a herd is running around, it's good to run in the same direction.** I've mentioned several times this year's unique circumstances only released the water on the mill wheel of RTDs. An ideal solution for socially distanced drinking occasions. Over the next five years, IWSR forecasts that RTDs' volume share will overtake that of the entire spirits category stateside. Wow! Also wine-maker Paul Ahvenainen mentioned RTDs as a strong competitor.

READY - TO - DRINK

While convenience has always been a driver of interest, in a time where the simple act of going to the grocery store has become a tricky feat, consumers appreciate convenience now more than ever. Canned cocktails are pretty easy to add to your cart. Eliminating the cocktail preparation process offers consumers ease and speed, but it also requires less financial and time investment. *"The RTD format of cocktails allows us to get as close to the bartender experience as possible without having to source so many ingredients,"* says Shawn Peterka, the experiential project manager for retailer Molly's Spirits in Denver. Consumers need not buy an entire bottle of Campari (which produces its own bottled cocktail) to make a Negroni or make their own simple syrup for a Margarita or Old Fashioned.

"It's just so convenient, and not just because we miss that on-premises experience," says Shawn Peterka, adding that RTD cocktails offer a grab-and-go cocktail option at any moment. *"Regardless of the application, the ability to simply reach for that perfectly mixed, already chilled can is refreshing."*

RTD hard seltzers are ideal for consumers who want a bit more oomph in their canned drink. These wine spritzers are 6.9% ABV but will go higher soon: *"We needed to get these to taste like how bartender-made cocktails taste."*

We tried 8%. We tried 7%, 6%, 12%. It was like the three bears: too soft or too hot. 9% had the best taste."

Several decades ago, they were mostly sugary, made of unnatural ingredients and relegated to the bottom shelf. Now, RTDs have advanced into higher quality, tapping into the premiumization trend. You meet their natural juices and extracts, herbs, botanicals. They pretend to be a better and healthier choice for your money.

Today's RTDs are based on different alcohols.

Sugar brew has become increasingly popular as a low ABV base in recent years. Sometimes called "sugar beer," this type of alcohol base is made by fermenting sugars from cane, beet, or corn.

From a development perspective, sugar brew is an attractive option for its neutral flavour and colourlessness. Because it's naturally gluten free, it can also be a great fit for RTD products positioned as healthier alternatives to other alcohol offers.

Malt base is made from fermented, partially germinated grains. Malt bases can come in the form of a "Neutral Malt Base" (NMB) or give a more beer-like profile to an RTD beverage – that could be a benefit for attracting and converting beer drinkers, if that happens to be part of your marketing plan.



You're definitely familiar with spirit base, which is produced by distilling any variety of sugars, grains, fruits, or botanicals. If you're interested in making a premium or higher ABV product, or in replicating the bar experience, then a spirit base may be an attractive option for you. Tequila, gin, whiskey, and rum bases will all have more flavour and/or colour implications than a vodka or Grain Neutral Spirit (GNS). Whatever spirit base you choose will also still be more expensive than the sugar brew or malt base.

Wait, wait, stop! This book is about how the wine producer can survive this pandemic and be stronger at the end. Stop and think! The RTDs are newcomers! We, wine people, are in for a long long time?

60 years ago, in Austria there was a big "après-ski" hit – Almdudler. Not the herbs soda owned by Cola Cola now, but a fizz (Spritz) made out of half of basic red wine and half of carbonated water, sweetened and aromatized



RTDs are skyrocketing, but the best Bellini is made out of Prosecco and fresh white peaches!

with homemade sweet raspberries syrup from Alpine slopes. How delicious! Wine based RTD 60 years ago!

What else is traditional Spanish Sangria than RTD? Wine, fruits, carbonated water? Or famous Bellini! Prosecco with purée of white peaches. This bottled RTS produced by the Canella Family in San Donà di Piave close to Venice for years, beside of Rossini, which is Prosecco with strawberries. What else is Aperitivo Campari Soda famous thank to the dwarf-sized bottles!

At different US wine competitions, you can taste delicious mixtures of wines fermented together with different fruits or later mixed with fresh natural fruit juices, like Cab with aronia (chokeberry), sauvignon with juice of green gooseberries. Add only carbonated



water and here we go: Tasty, healthy, wine based RTD.

Let's not be unnecessarily modest. We have something that others don't have. Unlike spirits, wine is generally considered a light, dietary, "healthy" alcohol. And we all have cellars full of wine! So move on!

Lucie Hotařová rightly remarked in the chapter about labels that if you want to go out with a new label design, it is best to try it on a new product. If there are RTDs rolling out all around us... when a herd is running around, it's good to run in the same direction!

In the Czech Republic "Kozignon" or „Cosignon“, is a popular mixture of fresh young Müller Thurgau and homemade elderflower lemonade, originally bottled in a heavy "Champagne" bottle closed with a "mushroom" cork, produced by Maděřič Winery. The new version is under a modern Stelvin screw cap. Only a step remains to an aluminum bottle.



Wine-based RTDs may be the legacy that will remain after the pandemic.

Wine-based RTD products are few and far between - at least until now. In Europe, the German company Racke created about 15 years ago a wine based RTD product based on the popular Italian wine brand Viala. Because the wine on which Viala Carma is based is itself rich and fruity, it is complemented, rather than overpowered, by the fruit flavours of the mixers - in this case Lemon Lime and Lemon Ginger. But the project disappeared from the world with the growing existential problems of this traditional company.

Also, US producers are trying to offer an elevated beverage experience of naturally flavoured spritzers with a base of California pinot grigio, cane sugar and are gluten free. The wine is sourced from Napa, Sonoma, Oregon and has a great foundation, taste, and quality! It means, the drink could be successful!

And what about Mimosa? One part of orange juice, one part of sparkling wine and some drops of Grand Marnier. For RTD with added CO₂ is white wine good enough!

In times, when the wine consumption is decreasing and the younger generation often seems to discover wine far too late to have any major effect on increasing consumption, the RTD route can hold the key to rekindling interest in wine among younger drinkers. The wine industry is yet to perceive such products as a chance to open new market segments and new consumer groups. The tanks are full of wine. What are you waiting for? ♣

TRENDS IN BOTTLING, LABELING AND PACKAGING



The Czech Republic has a centuries-old glassmaking tradition. Czech glass and Bohemia crystal are terms firmly connected with this small Central European country. Preciosa and Crystalex crystal chandeliers adorn palaces around the world, the medieval ones as well as skyscrapers in Dubai, haute-couture palaces in Paris or Disneyworld hotels in Orlando. Czech glass jewellery Bijoux de Boheme me supports the beauty of millions of women worldwide. Czech glass beads decorate the Mardi Gras festival in New Orleans! Czech Crystalex glasses are a decoration of bars and tables of wine lovers. Vinolok glass closures are made in the Czech Republic - where else? And, of course, the Czechia is also a major player in packaging glass, although most Czech industrial glassworks are already part of various international concerns and groups.

While all of this is true, we wanted to give space to share their visions to all the global players - Owens-Illinois, Verallia, Ardagh ... Despite the repeatedly offered opportunity, none of them sent us a line. The means more space belongs to Czech glass!

What are the trends in container glass?

One is to reduce the weight of the bottles while maintaining their strength. There are a number of reasons for this but reaching for a really light (and relatively expensive) bottle only makes sense if you have a chance to deliver your wines to airlines.

You may also have noticed that the bottles are more colourful now, from completely clear

through traditional green-brown tones to new shining blue, red, silver or gold to spectacular opaque blacks at the end of the spectrum.

Recently, I have seen an increase in demand for smaller bottles, such as 500 ml, 250 ml, or even 187 ml. The motivation is the epidemiological situation, the effort to protect myself as well as the customers and guests as much as possible. As gastronomic establishments open up again, increased demand for safely packaged alternatives and a change in standards can be expected.

A "quarter" bottle for one guest gives the impression of safety, hygienic cleanliness, impossibility of contamination of the contents,



especially if it is correctly presented and opened before the guest's eyes.

Smaller bottles are considered more luxurious due to the stereotype especially if they are filled with ice-wines, straw wines or passitos. And if you are on a trip or vacation, then just the fact that you can buy a light-weight bottle of 375 ml or 500 ml with the applied strict weight limits can convince you to buy. Surely you have already encountered bottles of 187 ml or 250 ml, on planes, airports, long-distance trains, or coaches.

Probably the most significant trend are individualized bottles with embossing of the winery logo or even special bottles according to the winemaker's own design. Their limit is bringing the bottle into production. Creating a new bottle must go hand in hand with the technical and production capabilities of individual glassworks and is relatively expensive. However, the possibilities are really wide today, and it is almost always possible to find a match between the customer's requirements and the possibilities of one of the manufacturers, you just need to look longer. For example, traditional glasswork Sklárný Moravia Ltd. offers the production of series from 20,000 bottles. And a purely Czech glassworks with the French name Versailles even offers hand-made bottles from 50 pieces!



It is definitely worth considering where I want to go to my winery. Do I want to be one of the no-name series, or do I want to be different? Do I want customers to choose my wine based on an easily identifiable feature?

There are also manufacturers who want to combine the look of their cellar, or some corporate landmarks and their bottles. They want to combine the thoughts and visual impression of a visit to a winery so that the customer can keep it in mind for next time he chooses wine. Nothing is impossible!

Alojz Masaryk from Skalica, Slovakia, wanted to refer to the history of the place where he lives by the shape and relief of the bottle. **The shape of the bottle throat copies the characteristic tower of the historic St. Jura Rotonde.** He managed to build a nice story on it and sells and promotes his city with every wine. The bottle is characteristic of his winery and unmistakable. This is an unusual decorative piece that you just don't throw away. In how many households do they serve as vases!

Think about the shape of the bottle. In the German region of Franken or in Alsace, it is a regional identification mark, Bordeaux or Burgundy gave the shape of some bottles a name. The shape of the bottle is as important for dialogue with the customer as the label. ♣



Martin Fousek

He graduated from the field of Company Economics and Management at the Institute of Chemical Technology and received his PhD. degree from the University of Economics. He is the marketing director of BOHEMIA SEKT. He is a professional with a remarkably deep and comprehensive knowledge of every detail of marketing.

Working with the brand will be even more important, than ever before

The coronavirus pandemic has affected all aspects of life, including the wine industry, and has set a „NEW NORMAL.“ During this new situation for society as a whole, much has changed, including consumer behaviour, to which wine producers and traders have already had to respond.

Bohemia Sekt is for a long time the most purchased sparkling wine brand in the Czech Republic with a 70 percent share of the sparkling wine market. Still wines of „daughter“ wineries - the VÍNO Mikulov, Habánské sklepy, Chateau Bzenec and Vinařství Pavlov brands have gaining fame, and, thanks to their quality, tradition, and Moravian origin, they are especially important players on the Czech market of still wines. Our experience can therefore be generalized with some reserve for other large wineries in Central Europe.

From the research and experience so far, we believe that the overall consumption of wine over the long term will probably not decrease significantly. However, the opportunities and places of its consumption are changing, are moving from the public space closer to consumers, to their homes.

In 2020, social events, wine competitions,

events, balls, company parties and private celebrations were all cancelled. Restaurants and bars are closed for a long time, almost nine months and we don't see the end. In all these places and on all the occasions mentioned, wine has its indispensable place, which it lost this year.

It can be assumed that the mentioned changes in the place of consumption and opportunities will also affect the way consumers decide on the choice of a particular product and brand.

In the „on-trade“ segment, i.e., in restaurants, wine shops or bars, the consumer's decision is greatly influenced by the recommendations of the sommelier or other staff. The environment and emotions associated with the situation are also important.

In contrast, for the „off-trade“ segment, which is dominant now during the coronavirus period and becomes the preferred or, in the case of gastronomy closure, the only possible consumer choice, other parameters are key.

In the consumer's decision-making process, the design of the bottle and label, the price, the presentation at the point of sale, the me-

thods of distribution, but also the brand itself come to the fore.

We perceive that consumers are also attracted by novelties and less traditional products including tasting sets.

No one can reliably determine what the next development will be. However, we will most likely not return to the „old normal“ in the future. Coronavirus has taught us many new things in relation to the purchase and consumption of wine. It is obvious that building the brand and its communication will be even more crucial for the winery than before. This will be reflected primarily in the offer in retail and e-commerce, but will probably also affect the offer in restaurants, or at events.

Despite all the changes we have seen during this year, the wine is still associated with meeting close friends, celebrating special events and moments, and is part of family lunches and romantic dinners. A recent survey for Bohemia Sekt, for example, confirmed that rather than being without anything else, people cannot imagine New Year's Eve celebrations without a toast. 75% of people drink champagne or sparkling wine at midnight, another 6% drink still wine.

We believe that wine will continue to have its place in people's lives, but it is certain that we will have to adapt to new conditions.

Could there be a better bridge on the topic of „hardware“ changes in viticulture and in the wine business? How did Martin Fousek say that?

The design of the bottle and label comes to the fore in the consumer's decision-making process.... Yes, of course it depends mainly on the quality of the wine and the content of the brand - but let's admit that a beautiful bottle with an imaginative label simply attracts, either on the shelf with a lot of similar but not so attractively adjusted wines or in the e-shop on the monitor screen. ♣





Lenka Sládková

Mgr. Lenka Sládková graduated from the Faculty of Education at Charles University, majoring in art education and the Czech language. Both of these fields accompany her throughout her professional life - she worked for a long time as a copywriter in multinational advertising agencies, tried out the position of the chief editor of one magazine and now she defends the interests of clients in the field of glass industry and healthcare as the Account Director of 4JAN Public Relations.

The bottle makes the first impression of wine

The elegant glass bottle is the first thing that catches your eye when choosing a wine. That is why winemakers carefully choose their bottles, similar to the supplier who meets the most demanding requirements, but above all who understands them. Cliché? By no means! If you have been working in the heart of the wine region for 138 years, like the Vetropack Moravia Glass Ltd. glassworks, you know very well what it is all about.

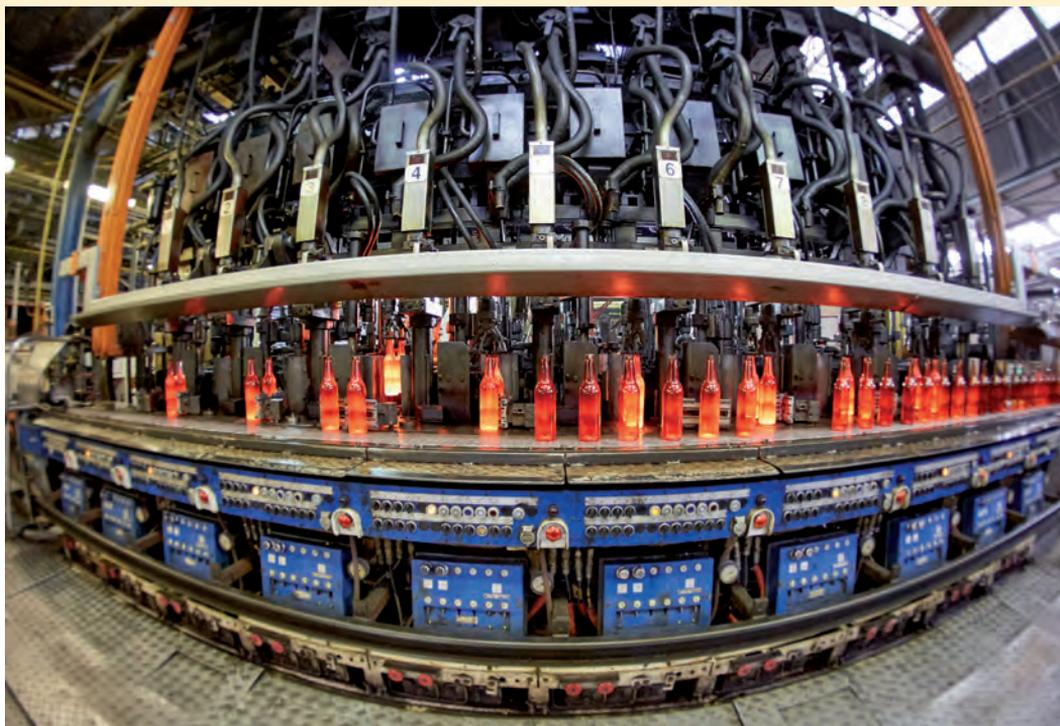
Vetropack Moravia Glass Ltd., based in the city of Kyjov, strives to use its location as efficiently as possible and to be in constant contact with winemakers. „We have above-standard cooperation with winemakers, we know what they need and what they would like to indulge in their wines,” emphasizes the specifics of the glassworks Ladislav Darmovzal, head of sales of Vetropack Moravia Glass bottles. In the glass packaging market, Vetropack profiles itself as a specialist in „tailor-made glass packaging”. This does not mean that each bottle is different, but that it exactly meets the requirements of the market. „We have such a wide portfolio of standard bottles that everyone can choose. If our customers want to be different, we can meet their needs. I can mention at random bottles with the Tetur Europea 750 ml embossing

in cuvée enamel for the Vladimír Tetur winery or the NEOS – Evolution 750ml bottle in clear enamel for the NEOKLAS Šardice Winery, but there would be many examples,” adds Mr Darmovzal.



WINE BOTTLES HAVE THEIR OWN SPECIFICS

Vetropack produces three basic shapes of wine bottles - Bordeaux, Rheinwein and Burgunder. While the most used is the classic shape of Bordeaux, which occupies a 60% share of production, elegant slim Rheinwein takes 30% and Burgunder 10% share. Vetropack produces all the above-mentioned shapes in filling volumes from 187 ml up to 2 litres. Most often, of course, 750 ml for the category of still wines weighing from 400 g to 600 g. The diversity of



the menu is extended by the spectrum of colours - clear, green, vetrogreen, cuvée, olive or brown. According to the glassworks, the latest trend in colour for winemakers is the uprising cuvée glas melt (imagine something like olive drab) and the most common colour is olive. If winemakers demand exclusivity for selected wine lines, they can order bottles of up to 800 grams. Thanks to modern technologies, glass brings other advantages - it is lighter, more environmentally friendly, and cheaper. E.g., for the standard Burgunder wine bottle, the weight has been reduced from the original 570 g to 435 g. These facts support the demand for lightweight bottles, but place great demands on designers, who must maintain their strength and safety.

WE ARE AT HOME ALL OVER EUROPE

The traditional glasswork in Kyjov became a part of the international group Vetropack Holding AG since 1991 and can share experiences with other members of the group in

Austria, Switzerland, Italy, Croatia, Ukraine, Slovakia and recently in Moldova. Therefore, it is successful in both, cooperation with small local companies, but also multinational corporations operating in several countries and processing several different products. Just for example, Mr. Ladislav Darmovzal mentions the successful cooperation with the winery Les Vignerons de la Vicomte in France, for which a customer model of a VIGN-FIEF 750ml bottle in cuvée glass is produced in Kyjov. If we remain in the wine bottles segment, Vetropack Moravia Glass sells approximately 55 million bottles on the Czech market, and in total all plants produce around 900 million wine bottles.

HOW CAN WE HANDLE IT ALL?

At Vetropack, they invested in the interest of modernizing production, improving the working environment and, last but not least, in the interest of environmental protection. „It is with the help of the holding that a huge



investment has been made in recent years, and our glassworks has become one of the European technological leaders. I would like to mention, for example, the waste gas filter (air purifier), the U-flame furnace (lowers the energy costs of glass), the new recycling line. Investments of hundreds of millions of crowns led to a reduction in energy intensity and modernization of production, which had a great impact on the ecology. Reducing energy consumption goes hand in hand with reducing carbon dioxide and nitrogen oxide emissions. The quality and quantity of recycled glass shards is also higher”, says Boris Sluka, CEO of Vetropack, about the purpose of

the investment.

WE SUPPORT THE LOVE OF GLASS

It may perhaps sound overstated, but those working with glass for years will have formed a special bond with it. Glass is a phenomenon with a deep tradition, and together with wine, it has gone a long way together. Glass is the healthiest packaging material for food and beverages, it is environmentally friendly. That is why Vetropack is trying to spread these values. Alone or in collaboration with the European Container Glass Federation (FEVE) and the Friends of Glass community. The environmental and health benefits of glass and the meaning of its thorough classification are regularly disseminated on social networks, in schools and among online and print media readers. And why do we remind you? Because the company is not only made up of the number of bottles sold, but also how considerate it treats its surroundings, the environment and how it believes in the power of its product. ♣





Herman Schmitt 

After graduating from high school, he completed an agricultural training with a master craftsman's examination. He also successfully completed a University degree in agricultural economics. In July 2003 Dipl. agr. oec. Hermann Schmitt took over the management of the Franconian Viticulture Association and the Franconian Regional Wine Promotion. Thus, together with his team, he is responsible for both the professional and political work for the Franken producers, as well as the communication of the „Silvaner Heimat since 1659“.

Typicity makes a difference!



The shape of the Bocksbeutel bottle is typical for Franken wines. It is a symbol, coat of arms and flag, treasury and ark in one. Does the familiar traditional form play in consumer decision making and choice? Is it still a valid means of communication?

Franken (Franconia) is actually the only cultivation area known to us that uses both a grape variety and a bottle shape as a word and image mark. This documents the unusually close connection between us Franks and our favourite grape variety Sylvaner and our absolutely typical bottle, the Bocksbeutel. Franken has been home to Sylvaner since 1659, because an entry in the Fürstlich Castell's archive is dated April 6, 1659, which documents the planting of the first Sylvaner plants.

The Bocksbeutel is inextricably linked with Franken. No other bottle shape in the world

documents the origin of the contents in a similarly clear and unmistakable manner in just a few milliseconds. Especially in the global market, where photos are gaining more and more importance via digital channels and communication primarily begins through visual worlds, the unmistakable shape of the Bocksbeutel is a valuable gift.

Even in the confusing wine shelves of the grocery trade, the Bocksbeutel shortens the search for consumers considerably and at the same time gives the security of buying a particularly good, tested white wine from Franken. So, is the Bocksbeutel „still a valid means of communication“? **Yes! And it will stay that way - regardless of short-term developments at the winemakers or on the market.**

Nevertheless, in the past few years we had to register a decrease in the proportion of the Bocksbeutel, which has now reversed. This

decline was due to various aspects, such as the generation change in the companies, „new“ forms of vinification or personal preferences. In addition, the new, global communication channels have meant that the individual companies are increasingly positioning themselves as own brands, which means that they are looking for a visualization that is solely tailored to the company.

We see this concentration of the Bocksbeutel on the genuine Franken core range as a positive thing, because it further sharpens our profile. The increasing awareness of home, roots, and origins as a countermovement to globalization promises the Bocksbeutel a great future.

Anyway, tradition necessarily includes change, because otherwise tradition will die out and can only be found in the history books. We Frankens live and enjoy very much in the here & now ...

Our tradition is, in a nutshell, the Silvaner - WE have been the Silvaner Heimat since 1659! So for a very long time. Nevertheless, the customers in our Silvaners taste the viticultural and oenological knowledge of the present. OK then! The knowledge of the Franken wi-

nemakers on issues of sustainable vineyard management has never been greater than it is today. And our well-trained cellar masters transfer the global oenological knowledge - where it makes sense - into their businesses with a great awareness of their deep roots in Franken and with a certain „passion for Franken Silvaner perfection“.

The prerequisite for this extraordinary level of quality is not only excellent training paired with knowledge of the “typically Franken”, but of course also the opportunity to try out new things at any time. There is no future without constant training. In this sense, “news and experiments” such as natural wines, orange wines, spontaneous fermenters, mash fermenters, concrete eggs, amphorae etc. are very welcome. Because these niche wines and methods open up the view, expand the know-how and ideally also the range. For example, spontaneously fermented Silvaner have become indispensable and a real asset for all of us. Because these complement the Silvaner portfolio and thus also the possibilities to enjoy Silvaner in culinary art in an even more diverse way. Our Silvaner are (almost) universal food companions! ♣





DESIGN NEEDS GLASS.

Stylish, harmonious, perfect. Glass allows creativity free reign and gives the right shape to every content - our experts help you combine beauty and pleasure. Get your product into shape too. Design needs glass - and glass needs Vetropack.

START-UP FOR NEW CONCEPTS OF WINES

Dominik Vombach, editor-in-chief of the Swiss edition of the Falstaff magazine discovered this interesting fact and reported on it in his magazine. Founded at the world-famous Ecole Hôtelière de Lausanne hotel management school, the Vicarus start-up focused on new concepts of wine.



The Vicarus start-up, founded at the world-famous Ecole Hôtelière de Lausanne hotel management school, focused on new concepts of wine.

As part of their independent research, students researched the attractiveness and dis-

tinguishability of wines on the market. Comprehensive studies of young entrepreneurs showed that the search for individuality in the wine market was almost vain and that most wines are similar or even uniform.

Twenty-five-year-old River Söllner and his classmates Pascal Jutzi and Ieva Mikalauskaitė set themselves an ambitious goal: to achieve diversity and refresh Swiss wine culture. That is how the school-supported Vikarus project, based on a new bottle design, inspired by Lavaux wine terraces originated.

This region is especially dear to Söllner; in his opinion these are wines from one of the most beautiful wine regions in the world but their image is hopelessly dusty and boring, especially in the eyes of young people.

This is how the first three wines were made - a red wine called „Blood Diamond“ and rose called „Sapphire“ were vinified by the Chap-





puiss family from Chexbres, a traditional company with 700 years of experience. They work on white wine called «Heliodor» with the young winemaker Maxim Dize-rens. Here they also broke another Lavaux tradition and chose the Pinot Gris variety instead of the traditional Chasellas.

The three wines that Vikarus introduced to the market have so far had a great and positive response. After all, they come from a world-famous school! And they are different! Around 1,400 bottles out of a total of 3,000 were immediately sold to top gastro-nomy.

I believe that a similar idea could be adopted in other places - for example, in the movement of young winemakers of a certain region, who would distinguish themselves from other „Schlegelflaschen“ and Bordeaux bottles at first glance.

The world-famous school in Lausanne is the dream of many hospitality candidates. But you can try a similar project, too! ♣





Dennis Doorackers

A passionate cans promoter based in The Netherlands. Importer, international wine judge, educator, writer and a specialist, an ambassador and a true believer in canned wines, affiliated with the International Canned Wine Competition and global matchmaker in the canned wine industry.

Seven questions about cans



Will wine be sold in cans or plastic containers in small individual portions?

Yes, certainly without any doubt and this has already been the case for several years in a lot of countries around the world.

Recent research of the British research firm Wine Intelligence shows that the acceptance of canned wine has grown greatly in the United States, the United Kingdom, Canada and even Sweden. In the current Covid crisis consumers appear to be more open to alternative packaging in wine than ever before. Smaller packages are becoming more popular for multiple reasons. The new generation of wine drinkers is into the experience of drinking quality wine. They want to drink wine with

friends, anytime, anyplace. But it is too simple to connect the „non-bottle“ packaging only to young, hip and modern wine drinkers. No, other categories of more traditional wine consumers are also part of this development. Consider the worldwide increase in obesity, heart and vascular diseases and cancer, which all contribute to the growing desire to drink less wine but higher quality in the minds of a lot of consumers. The innovation of the can of wine responds to all these wishes. I also think the „mainstream“ wine world should not see it as a substitute for a bottle; it is purely convenient packaging and that is how must be accepted.

Will the customer require a different package, factory-packed individual portions for one or two glasses in the current epidemiological situation?

I definitely think consumers will have a demand for single serve packages in the current epidemiological situation. As I mentioned before this current pandemic opens new perspectives and sometimes forces producers and consumers towards alternative packaging in wine more than ever before.

But is the wine can really that new and contemporary? Let me take you briefly into the history of wine in a can.

The first experiments with canned wine paralleled the introduction of the first beer cans in 1935 in the United States. These were not the „tab“ cans that we are used to these days;



these were flat-top steel cans that required an opener, often referred to as a „church key,“ to punch holes in the top. Was it Chardonnay or Cabernet Sauvignon at that time?

No, they contained Muscatel and other wine related drinks like canned Port, Sherry and Tokay. So no light, sparkling, refreshing wines; these wines containing about 20% alcohol. In the 1940s a new kind of can came on the market. These cans were opened in the same manner as beer bottles and it was hoped they would provide an easier transition than flat-top cans. The first wine canned outside the United States may have been from Australia. About the same time a French steel can of Bordeaux Superieur appeared on the market. The first extended marketing of white wine in cans came about in the late 1970s courtesy of producers in Australia.

Venezuela and Argentina followed with unusual canned wines based on red wine of Spain with citrus fruit juices added – like the wine spritzers, coolers and seltzers we have nowadays!

In 1981 aluminum cans were introduced in England, specifically a French vin de table specially selected for the can. Within one year, a redesigned tall 250ml can, was introduced and wines were imported in bulk to be canned in England or in cans expressly designed and filled for the producer. It wasn't long before

every major supermarket chain in England had a complete line of imported wine in cans bearing their logo.

Also the Italian wine industry jumped into the market in 1983 with red, white and rosé table wine as well as Vino Frizzante Bianco and Rosso. Innovative Australian vintners focused on canned wines and sold 30,000 cans of Cabernet Shiraz in Australia in 1998. Then they started to develop and patent the „Vinsafe



canning technology,“which assures stability of premium varietal wines and a shelf life of at least five years. Their 250 ml cans are distributed in Asia, Europe, Canada, New Zealand and Australia.

But what about today's perspective and the near future of canned wines? Is it a trend that will pass or will this form of wine packaging get its own place in the marketplace? The market is growing at a rapid rate.

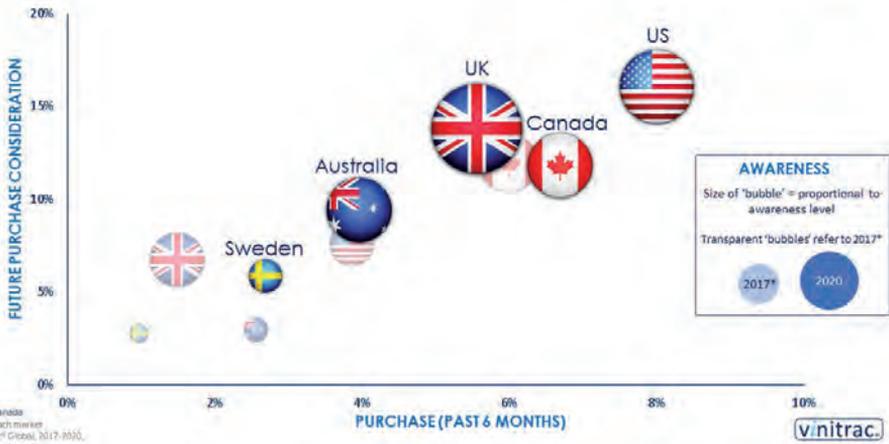
To quote some figures from the US market, it is the fastest growing wine segment with a growth percentage of 400% over the previous 4 four years.

AWARENESS¹, PURCHASE² AND PURCHASE CONSIDERATION³ OF WINE IN A CAN: 2020 VS. 2017*

¹ % aware of wine in can / ² % who have purchase wine in can in the past 6 months / ³ % who would consider purchasing wine in can in the future



Growing opportunity for wine in cans across markets, with the exception of in Canada



*2018 for Sweden and 2019 for Canada
Base = Regular wine drinkers in each market
Source: Wine Intelligence Vinitrac Global, 2017-2020,
n=4500 regular wine drinkers in each market

So, why are canned wines booming in countries such as the United Kingdom, South Africa, Italy and the United States?

This is because you can take a can of wine anywhere (to the park, any outdoor event or on a boat trip), it will not break in your backpack like some small bottles may do, it also cools faster than a bottle in your fridge, so you're ready to go in no time! Another reason is that it's a so called „single serve.“ From a 250 ml wine can you will have two glasses of wine, so no need to open a whole bottle of wine! At the end of the day it also reduces the CO2 footprint, due to the use of high quality aluminum and therefore is extremely friendly to the environment. But that's not all. If you want to drink less wine but don't want to compromise on quality, choose canned wines, because the quality is the same as in the bottle. You can get almost every type of wine nowadays. Think of Prosecco, Bordeaux blends, Corbières, Beaujolais cru, Grüner Veltliner, Garnacha, Pinot Noir, Pinot Blanc, Muscadet, Riesling, Sauvignon Blanc, Nebbiolo, Dolcetto and many more!



What about the benefit of eliminating leftovers of your open bottle of wine or you don't want to open a bottle of wine on Sunday evening, even when you're eager to have some lovely wine in your glass? Canned wines will do the trick.

Quality marks and international wine competitions from all over the world ensure that consumers in the „bottled“ wine world are able to find their way around the unclear and overcrowded supermarket shelves or in the boutique wine shops.



Canned wines also have had their own leading competition for the last few years now. The International Canned Wine Competition (ICWC) based in California sees a growing number of entries every year, as well as growth in the quality of the wines. They judge the wines on quality in different categories including several varieties of white and red grapes, several blends, rosé wines, sparkling wines (non-carbonated) and carbonated wines. Other categories are the wine spritzers, coolers and seltzers, which are basically wine based light alcoholic drinks of sparkling water and fruit. The expansion of such institutions helps to contribute to the correct image.

Other mainstream competitions are also allowing canned wines, but mostly pour them into bottles and don't focus on another benefit of canned wines, the 360° label printing options, the great achievements of graphic designers and modern artists. I have seen labels with great pictures, with relief and texture, and other excellent designs, reminiscent of modern painting: unique collector's items on their own! Within the ICWC judges also award design awards for package design for series and individual cans. This gives an additional dimension to the product and also shows the added value and identity for the wine consumer.

Not surprisingly this part of the wine industry is growing rapidly today, and not only in the home market the US. I experience this in my

daily activities which focus on linking parties such as wine producers, can producers, mobile canning firms, labelers and all kinds of entrepreneurs who are interested in entering the market.

The interest is there from within the wine world itself, which can contribute to the elimination of losses due to Covid. It stimulates the spirit of the innovative entrepreneur and fits seamlessly with the demands of the contemporary market. Perception and imaging are where the challenge lies for all parties in this growth market! A recent development which will boost the canned wine industry is the 2020 approval of the Alcohol and Tobacco Tax and Trade Bureau (TTB) of 250 ml cans in the US. On the European mainland the trend is to charge a deposit on cans, like the development for PET bottles, due to the big problems with trash disposal. This will only stimulate the market, an environmental and reasonable market which will use the welfare of the planet as a serious unique selling point, giving credit where credit is due. What's wrong with that?



And what about the future?

My personal opinion is that this wine segment will be available in many countries over the coming years. It will not replace the bottle and not all kinds of wines will be canned. One of the attributes of canned wines is the oxygen free package; wines which do not benefit from this aspect will not be canned successfully.

Since the market is still in the early stages, the categories will become further defined: entry level; mid-range certified wine, high end specialist wines, etc. Therefore, particularly in the US, we're seeing better wine being put in cans from top wine makers.

Also, the range of wines like organic, low alcohol and de-alcoholized wine in cans is growing and will be more visible. The „less but better“ thoughts within the wine drinker generation will become more and more important, as will the call for sustainability.

The established wine producers will embrace this innovative and multipurpose packaging product and more wine will become available in a can.



Will bag-in-boxes come (back) to fame?

The pandemic will open (and has already opened) new manners of entrepreneurship and re-introduced people to this way of packaging wine. I doubt this will lead to the re-introduction of the bag-in-box. From the very beginning the focus of bag-in-box wines was wine with an affordable price tag, but with less emphasis on quality. The main difference with canned wines is that you see the rise of premium, high quality craft wines. More and more winegrowers make their wines available in multiple packages (bottles, cans, bag in box and kegs). A great example of this is Bridge Lane Wine, based in New York, USA. However as with canned wines it's all about the packages (when the same wine is in there of course) so if you have a party with forty people you will of course not buy cans, but get a few bag-in-boxes or even a nine liter keg! Of all the new innovative packages of wine, the cans look to be the most flexible and future fit to the growing demand of the worldwide market. ♣

THE FUTURE

Sorry, but I must explain something. **We, the Czechs, love any kind of humour.** The worse the time, the more jokes we make about it. Now we are completely overflowing with jokes! How sad...

The fictional giant of the Czech nation, the volcano that buried itself, **Jára da Cimrman** (a fictional Czech polymath), left behind several basic quotes. One of the most popular is: **The future belongs to aluminum.**

I'm satisfied. I managed to smuggle this fictional teacher, educator, scientist, artist, globe-trotter, and author of anything into this book!

By the way - I really believe it.

The aluminum bottle has so many advantages over other methods of packaging liquid products including wine. I personally consider it the most promising way to package drinks. Aluminum bottles are the most flexible technical solution for the packaging of liquids. Pros? Chill-retention, re-sealability, durability, and 100% recyclability are just some of the great reasons why so many marketers in the beverage industry are now planning to pack their best brands in aluminum bottles. The style of any product is dictated by its consumers. Convenience for drinking, storage, transporting on the street or in sports, for example, aluminum bottles would be a great choice for anyone who likes to hike, or experience outdoor adventure. Anyone who wants to enjoy a glass of wine without worrying about the bottle breaking and if you don't want to drink straight from the bottle, you can easily pour the wine in the glass.

Aluminum is the lightest material to produce bottles, so it speaks directly of packaging wines for in-flight service in the air. Aluminum is an excellent heat conductor. We cool the bottle much faster than the glass one.

Aluminum bottles are exceptionally light, safe, and durable. They can be manufactured in a wide variety of shapes and sizes. The global

BELONGS TO ALUMINUM



never have a problem opening the bottle with your bare hands, whether it contains still wine or pressurized sparkling wine. The aluminum bottle withstands the 5.5 ATP pressure in the sparkling wine bottle without any problems.

Concerned about the contact of aluminum with wine? Unnecessary. Wine lovers are offered several inert materials with which to treat the inner surface of the bottle.

Who can make money from it - besides the manufacturers of aluminum bottles? Those who will be first. And here they are! Prosecco Mionetto already has mini bottles with refreshing Proseccos on the market. California rocks! Revelshine's wines are pioneering with a sustainable, lightweight aluminum bottle that is perfect for transport. You can choose from three varieties: red, white, and rosé. Each variety is from the Russian River Valley in California and comes in a 500-millilitre bottle (for reference, that's about 17 ounces and a typical serving size is 5 ounces). Depending on the variety, prices range from \$16-\$20.

Are you already thinking that your winery may also board this departing train? ♣

industry now uses aluminum bottles for different beverages, in the most incredible shapes and styles, including the most common – „Vintage“, oval and so-called fitness shape.

We know aluminum bottles from soft drinks and beer. They seldom remain bright silver. They directly encourage full-area printing, which gives designers untapped opportunities when creating labels.

Each individual bottle is produced from a single piece of pure aluminum - disk-shaped workpiece. Therefore, the aluminum bottle - is a uniform and seamless product. The aluminum bottle is easy to make memorable with the brand, a unique shape and appearance.

Most aluminum bottles are produced from recycled aluminum, which is obtained from used aluminum cans. Therefore, when you select an aluminum bottle from the shelf, you contribute to environmental protection.

Thanks to the patented closures, you will



A LABEL IS A PIECE OF ART AND A GREAT STORYTELLER

Often, when I am standing in a store and looking at the endless shelves of wines, wines and more wines, I wonder how an „ordinary person“ could possibly have their understanding of them. And yet they are intended for „ordinary people“!



I wonder how famous painters would approach the labels if they were given such a task. Not only the Mouton-Rothschild gallery but also my Austrian friend, the cartoonist Rupert Hörbst has an answer for this.

And other thoughts come to my mind as well. What if the label smelled like wine. What if it could speak? And then I find out that all of this has already been here. For several years already, labels of Sauvignons from Znovín Znojmo have been producing a nice smell after being rubbed with a finger, labels from Etiflex not only talk but also sing and play 3D Videos.

The world of labels can engulf you, just like philately or badge collecting. However, we must not forget that their primary task is to inform others about what is in the bottle and also to get the consumer to choose, buy, pay for and taste such a bottle. ♣



If you rub the round spot on the label vigorously, you can to smell the scent of the wine inside the bottle.



Lucie Hotařová

An owner of the family printing company Etiflex, s.r.o. from the winegrowing region of South Moravia, which has predestined her to specialize in printing wine labels. She has been working in the field of printing for the winemaking business for over 20 years.

Are you getting ready to redesign your labels? Don't make a new label at all costs!

How do you know whether your label needs to be redesigned? A thousand people, a thousand opinions but the most important is yours. If it has already popped your mind several times that your label needs a change, start acting. Winemaking in our country does not yet have a tradition proven for centuries, as it is, for example, in the case of France but thanks to that, we do not have to be so afraid of change and we should not give up our efforts to find the right style that characterizes our wine.

NOT SURE AND AFRAID OF REDESIGN?

Usually you don't have to, if all your products can be bought up by your core customers who know what's in the bottle and for whom it would be enough to write RŠ 18 Padělky or SG 19 Sklenářova hora using a white marker and they would still buy it by cases. However, it's different in the store. You need to be seen there.

Do it carefully.

Consult your graphic designer.

Try a new label on one wine first.

It would be best to create a completely new product with a new design and test the reactions of others and your own feelings.

Do you have only still wines in the assortment? Add modern bubbles and start

e.g. with the label for the Frizzante summer wine! Or pet-nat (Pétillant Naturel). It would be a new product in your assortment with an unexpected design. Will it only get attention or even recognition?

Changing labels is always associated not only with the winemaker's concerns but also with the real risks; the following questions justifiably arise: **Will my customer recognize me? Will customers like the new label? Won't they hold the fact that I took away what they were used to against me?**

Wine is a very traditionalist commodity and some labels have not changed for decades. However, this is usually not the case, face-lifting takes place periodically, without the customer noticing it. As a result, the label is still fresh, even when it is traditional.

The analysis of sales channels will help solve most of the dilemmas. Show the design or „prototype“ to friends, gastronomy customers, wine shop owners and ask for their opinion. How do you think it will sell? Better or the same as your old one? Don't even ask about „worse“ - that would be a waste of money. We are doing it to achieve improvement!

It is different to explain the change of label to regular customers with whom you are in direct contact and different to explain it to anonymous buyers on the shelves of markets on the other end of the country. It is necessary

The Mádl family significantly modernized the label and yet the drawing from the original label, which is typical for their winery, has been preserved. The motif of the traditional wine cellars of our grandfathers, which was returned to the hands of the original owners after the fall of the Iron Curtain, is still a symbol of Moravian wine making, even though the production already takes place mostly in modern operations.



to be careful with labels on wines sold in retail chains. Customers don't pay much attention to the purchase; they simply grab a familiar „picture“. On the contrary, a more informed and knowledgeable customer and seller are expected in the wine shop and there is more space for communication. If the winemaker sells face-to-face to the customer, he or she can justify the change and turn the redesign into an advantage. When placed on the shelf, it is only up to the buyers to make their own opinion.

If you have actually decided to make a change, don't do it the same way as others.

A label is your crucial communication towards customers. Think twice about what you want to tell them. It's okay to follow label trends but always give priority to your uniqueness, your difference from others, the content of your brand.

Look around and see what labels others have and then make a different one.

Imagine a shelf in a wine shop, where new products are being displayed - one „modern“ white label after another or one black and dark label after another, depending on what is the current trend. Do you want to be just another label in the crowd? Don't be afraid to go your own way!

Always look at the redesign from the comprehensive point of view. Each of you already has a style that your customer is used to. You have a label, business cards, cartons, a sign on the cellar, van, roll-up or website.

When redesigning a label, it's crucial to decide whether you want to change your entire style or just the label. It is always important to keep the whole harmonized.

If you like your style, you are used to it and it works well for you in sales, then create a new label so that it fits into it. If you feel that it is inconsistent as a whole, your original design is weak and customers don't like your graphic design, gather your courage and change everything from the basis - your website, van, signboard and labels.

You don't have to worry about the fact that everything won't be done overnight. Cartons or shrink caps with your old logo will run out and you will replace them with new ones. Complete change is a gradual process. Before you know it, everything will match again.



Lucka Šimonová has her whole story on the label: the vineyard under the forest, herself as a young girl, a faithful Japp, which bit off a piece of each label with his fangs.

ENTRUST YOURSELF TO EXPERTS

You are a winemaker, you don't have to come up with everything yourself. At this stage, entrust yourself to an experienced expert who will guide you through the redesign and help you create the face of your winery. All you need to do is to let the graphic designer get to know you well. Take the graphic designer through the winery, tell him or her something about yourself and invite them for a drink. Just like the wine reflects your character, it should also be felt from the label. The packaging is often the only clue, based on which a potential customer decides to buy wine if they do not already know you.

In the current situation, the customer and the winemaker are moving apart, personal contacts are on the decrease, so packaging is gaining more and more importance.

FIND YOUR STORY

And here it is again. Your story was of interest to the creator of your communication, the creator of your website, your customers and now also to your graphic designer. It's not a coincidence. It has already been said here that it is the story of your life and that is more than your own personal ID or a business card. And those who told you so were not ganged up. They were professionals. Therefore, if you decide to have your own bottle designed, your story will also be of interest to the glass designer.

In general, it is possible to trace a period in the graphic design of wine labels when a certain style prevailing on the market is popular. Twenty years ago, labels with motifs of grapevines and grapes were prevailing and they were later replaced by pen-and-ink drawings of little churches from local villages. Winemakers sought inspiration abroad and tried to imitate the French style of labels with their château in their own way.

In recent years, following the example from abroad, the design of labels has again leaned towards the distinctive style of winemakers and the search for stories.

“ Some painters transform the sun into a yellow spot, others transform a yellow spot into the sun.”

Pablo Picasso

Winemakers have understood that labels with a unique story are better lodged in customers' minds and that they help with sales.

Finding differences may seem difficult at first. It is not uncommon for a winemaker to feel that there is nothing special about them. Don't worry, the difference can be found even in the little things, everyone is interesting because of something. Your story is the building block for the entire concept of your winery. A good creative will project it into labels, packaging, cartons, communication on social networks and on the web, into the interior and exterior of the winery.

Again, the most important part of the success of your redesign is to make sure it is based on you, real values and that you accept it as yours. You must trust it unconditionally.

HOW MANY TYPES OF LABELS ARE NEEDED?

In the past, winemakers used to distinguish labels by wine colours, using a green colour for white wine, red colour for red wine and pink colour for rosé. Today the situation is different. Winemakers produce wines in various qualities and price ranges. These can be regional wines, wines with additional quality attributes, special editions of wines, wines made by special methods (kvevri, pét-nat, barrique, etc.) The reason for differentiating labels is clearly to influence the customer's orientation. It is not a good idea to have the same label for wine that costs CZK 150 and wine that costs CZK 500. The packaging should match the contents.

Labels for individual wine lines differ in design but also in the quality of the material used, the complexity and sophistication of the print. Paradoxically, when it comes to the

appearance of labels, the rule often is: „the less the better“. A minimalist design is often enough for the most exclusive wines. Instead of appealing packaging, it sells the wine-maker's name. The Brand...!

RECENT TRENDS

In general, we have seen a shift away from plastic labels in recent years because they hold well in moisture conditions. However, they are not suitable for wine as a natural product. Self-adhesive materials with a structure and higher weight are experiencing a big boom. Global material manufacturers are developing new „papers“ specifically designed for the wine segment, so that they withstand humidity and temperature changes, while meeting demanding design requirements. Winemakers can choose from materials made of cotton, materials containing crushed vine seeds, grass. Another trend is using materials from recycled materials with an emphasis on environmental sustainability.

Wine labels are one of the most difficult to



The Zbyněk Hřebáčka Winery has a tradition of hand embroidery in the family. The pattern on the label is based on a 100-year-old book with templates of folk embroidery. In many families, the wine-making tradition is inseparably linked with the tradition of folklore customs, such as wearing traditional local costumes. For many people in Moravia, wine is associated with folk music, dance and observance of folk traditions such as feasts.



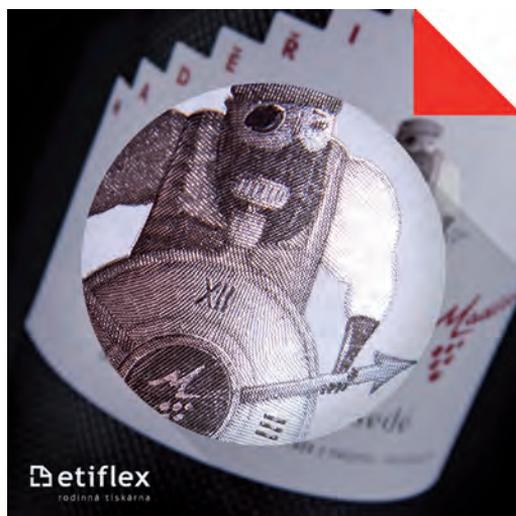
The label of the Polách Winery was inspired by the memory of the grandfather, who used to ride his bicycle to the vineyard carrying a hoe. Some wineries are still looking for their face, often feeling that they are no different from the others. However, there is always something that describes the winemaker, whether we are searching in the history of their family and winery or on the contrary, focusing on their modern attitudes to wine production.

process. Compared to other packaging segments, they use a high degree of treatment with additional technologies, such as hot metallic embossing, 3D relief varnishing, embossing and debossing, micro embossing. Good label designers know these technologies and when they are creating the design, they are already thinking about how to combine them to create an original label.

RARITIES IN PROCESSING

Non-traditional combinations of technological processes are not often used yet. An interesting effect is achieved by a combination of multiple shades of hot embossing or printing over embossing, which can create the impression of metallic colour printing. Another difference may be the atypical irregular shape of the label, which differs from others. A quite demanding technological specialty are labels with views of the bottle, which incorporate the colour of the drink itself into the label graphics. A brave customer can use the possibility of lay-

ering several materials on top of each other, so the label brings a new dimension both visually and to the touch. The result always depends on the close collaboration of the graphic designer and the printing company, jointly searching for a way to turn a bold idea into reality.



On the Czech market, we find labels comparable to the world's successful packaging, which is the result of the courage of winemakers, who realize the need to invest not only in the quality of their wine but also in its packaging. Fortunately, attitudes in the wine



Czech and Moravian winemaking industry.

In the field of communication with customers, it is necessary, especially today, to keep your eyes open and look for new ways to communicate with customers. Many sales channels to which we were used to have closed down overnight during the coronavirus crisis.

LIVE LABELS

However, customers fortunately still exist; you only need to find new ways to communicate with them. A live label is a tool that allows the winemaker to get closer to people and to tell their story in a more interesting way. That's why Etiflex



has developed the „Živá etiketa“ (Live Label) mobile app, which makes it possible. It is free to download and it works on the principle of extended - **augmen-**



industry have changed towards the importance of label design and marketing communication in recent years. Both larger and smaller wineries are working on their style, thinking about the impression their brand gives. We are very happy about this and we also try to bring marketing and technological innovations in the field of labels to customers in the wine-making segment. Every two years, we publish a magazine, which should help eliminate the fear of changing the label, inspire taking new steps and encourage winemakers in the work they do. Our long-term objective is to support



ted reality. We all know virtual reality. You put on your glasses and you see a fictional space. In the case of augmented reality, you see real space (bottle, table, your hand), which is augmented by a virtual image. The live label can tell the customer the story of wine, convey the philosophy of the winery, take the customer to the past or future and allure the customer to the drink in a bottle.

How does live label work?

There are instructions at the picture - to get a better idea you can take a look at the video at www.zivaetiketa.cz.

Good news - it also works with the labels printed here; we have tried it. At least in the case of Jindra Kadrnka.

We created the first live label for the Velké Bílovice Winery and their "Gloriette" collection of wines, inspired by an old Liechtenstein mo-



nument. Their live label takes wine lovers back to the days of the Liechtensteins, when important meetings took place over wine at hunts and banquets.

The Faculty of Horticulture at Mendel University, which recently introduced its new labels, also has a live label. The alma mater of winemakers tells its story on the label using animation, spoken word and original looping.

Other live labels are currently in the process of development. The first live label in a bilingual version will be introduced soon because the client also supplies its wines to foreign

markets. We are constantly adapting the „Živá etiketa“(Live Label) mobile app to the needs of winemakers and it will soon be available in both English and Slovak versions.

Augmented reality is used in many fields and it also enters marketing. However, it is also used, for example, in the teaching of medical and technical disciplines. IKEA has its own application that allows customers to try how various pieces of furniture would fit into your home, etc.

How is live label created?

In the beginning, there is always an idea.

Whether it's a printed label or a live label, it's important to know what it should communicate and why. You can use the live label to tell the story of your wine-making family, talk about the wine in the given bottle, introduce a new range of wines, incorporate a quiz or competition, etc.; fantasy knows no boundaries. The animation creator can work with images in 2D and 3D format, spoken word, music and other sounds. The animation can take place on the label, in the bottle or around it.

The bottle and the label placed on it must

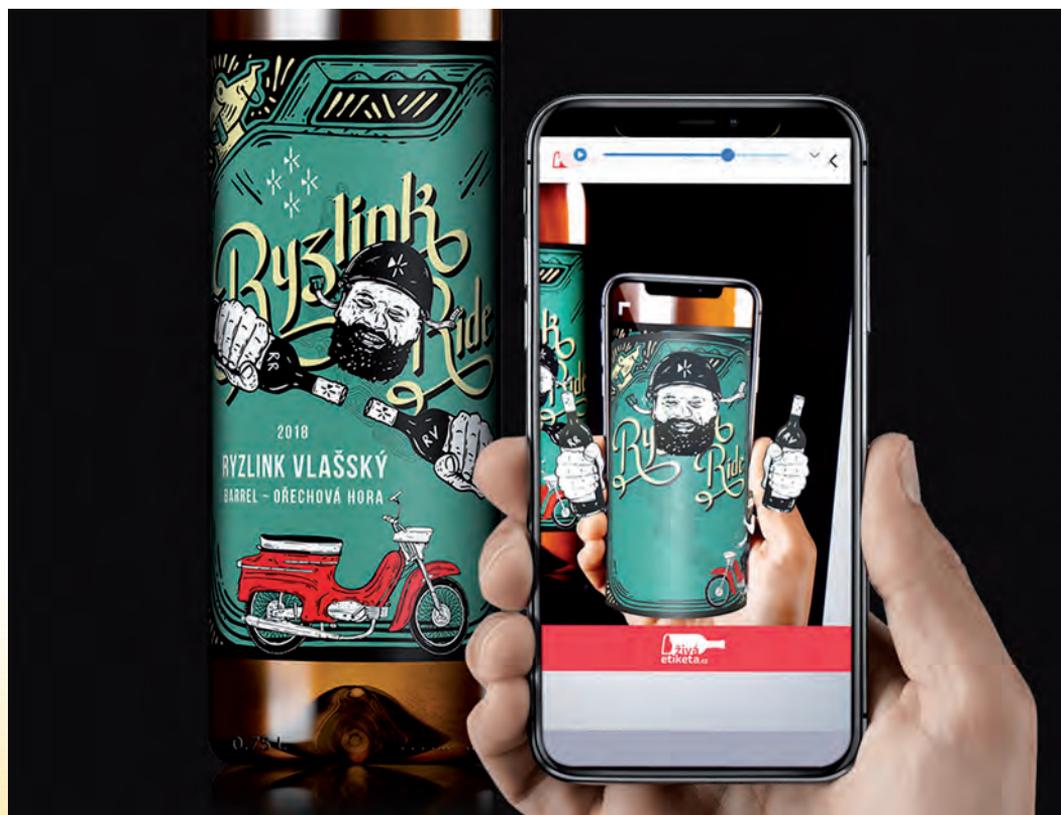
attract the buyer's attention. The highest card is when the customer knows your winery, trusts it and simply reaches for a „time-proven brand“. However, there are a lot of those who like to discover new products and who keep looking for them, some even ticking off what they have already tasted. Unfortunately, there are even more of those who come to the store and have „wine“ written on their shopping list and for them, in many cases, the fact which label will catch their eye will be decisive. What will be their first choice? ♣



1) Aim the mobile phone reader at the QR code (see full introduction), download the „Živá etiketa“ (Live Label) app from Google Play for free (or find the application in the Appstore) to your mobile phone or tablet

2) Aim the camera of the device at the label and wait for a while

3) The animation will start automatically on the screen of your mobile phone; you will also see the surroundings that the camera captures. Jindra Kadrnka will take you on a rock ride through Pálava with effects and rocker commentary.



IDEAS, TIPS, AND INSPIRATION



Famous people also influence wine design in other places. The famous Zaha Hadid (1950-2016) designed the entire bottle, label and cardboard for the ICON HILL limited series of the well-known Austrian winemaker from Jois, Leo Hillinger. It is breathtaking, very expensive and extremely stylish. ♣





Château Mouton-Rothschild Labels

A completely separate chapter in the world of wine labels is the labels on the bottles of Château Mouton Rothschild, 1er Cru Classé from Pauillac (Médoc) in Bordeaux. In the 1920s, Baron Philippe de Rothschild (1902-1988), a bon vivant and a man of many hobbies, asked his friend, a one-armed designer Jean Carl, to design a label, which then decorated the bottles with its modern concept for several years. The same artist created today's highly valued posters for the Théâtre Pigalle, which the baron operated from 1924 to 1931.

As a passionate athlete, Baron Philippe de Rothschild competed in many motorsport races, including the Monaco Grand Prix and the 24-hour Le Mans race in a Bugatti. He was also an acclaimed yachtsman, who won the prestigious French Regatta Cup.

However, fate also took a cruel toll on him - his first wife, Élisabeth, was burned alive during the war in the Ravensbrück concentration camp. The marriage resulted in the birth of the baron's only daughter, Philippine Mathilde Camille, Baroness de Rothschild (1933 - 2014).

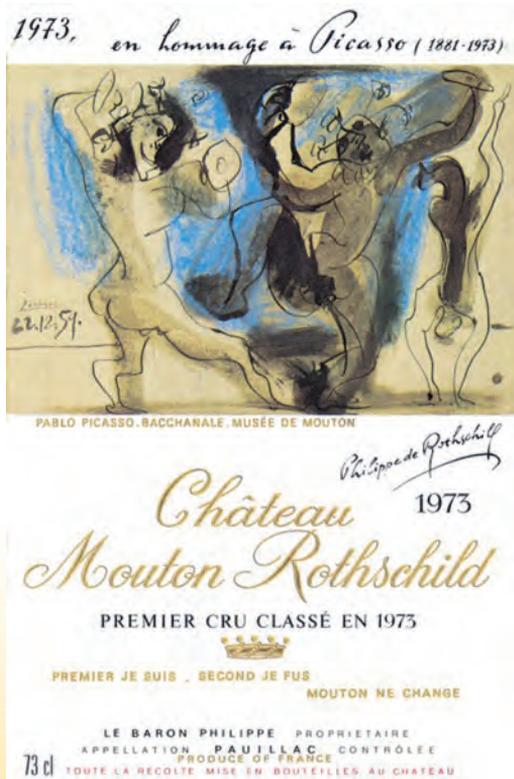
With the end of the war in 1945, the baron returned to the idea of connecting wine and fine arts. Initially, Baron Philippe selected painters from among his friends and acquaintances - including Jean Cocteau. In 1955, Georges Braque was responsible for the illustration, followed by some of the most important modern artists of that time, such as Salvador Dalí, César, Juan Miró, Marc Chagall, Pablo Picasso, Andy Warhol, Pierre Soulages, Francis Bacon, Balthus, Antoni Tàpies or Jeff Koons and even Prince Charles, the Prince of Wales. To this day, artists still accept the agreement that art is paid for with wine and not money; they are always rewarded with wines

from Château Mouton Rothschild, including, „their“ year, of course.

Since the 1980s, Baroness Philippine de Rothschild was responsible for the selection of artists and they have always included some of the most famous names of contemporary art. In 1981, a traveling exhibition with previous works of art used on labels, called „Mouton Rothschild, Paintings for the Labels,“ was organized based on the initiative of the Baroness and featured in many well-known museums around the world for several years. The exposition has a permanent place in the castle.

Today, it is Julien de Beaumarchais de Rothschild, who owns the famous château with his brother and sister, who is responsible for selecting artists.

After all, here’s the answer to Rupert Hörbst’s question, what Pablo Picasso’s label would look like. He actually created one. ♣



Lemka Otahal

She finished her studies in graphic design at the Hodonín Vocational School, worked in advertising for years and she is currently studying marketing remotely at TBU in Zlín. She is a freelance graphic designer. She created not only the cover for this book and a lot of breathtaking advertisements but also, for example, a beautiful series of diplomas, which are awarded to the best wines by a number of North American competitions. lemka@gmail.com

Vision of tomorrow

This is how a meeting with a graphic designer, discussion with him or her and the vision that will arise from it may look. We approached Lemka Otáhalová, a freelance „wine“ graphic artist, to write her vision of where the design of labels will be heading for this publication. She approached it as a proper artist and designer. And she also wrote a commentary on her study.

Time, an abstract quantity and a common part of our lives ... The perception of time can be relative; sometimes a second lasts an eternity, other times we project a whole life in a second. The ancient Greeks perceived time on



two levels - Chronos and Kairos. This ancient wisdom inspired me to think and I embodied my thoughts in the visual appearance of wine

labels. Follow my thoughts...

We measure chronos in units of time. It is the time by which we determine the organi-

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zation and course of our day. These are the minutes we steal away in the morning before we get out of bed and the hours we spend

by our work, entertainment, sports and other activities. Chronos smells of math, precision and plan. Thanks to chronos, we count mi-



minutes, hours, days, years, centuries ... Without chronos, our day and life would be confusion and chaos.

Kairos is the time for the right opportunity. It is not determined by the clock, it is not characterized by accuracy or any number. Some things or situations will come or it is good to do them when their time comes. Man is neither born nor dies at a predetermined time. Birds do not arrive or fly on time. Grape harvesting can't be scheduled for a specific hour - it's all done when it's the right time - Kairos.

The world is changing before our eyes. The fast pace seems to have bewitched society, casting it into the captivity of chronos. How many times have you heard or said you don't have time? Lots of work, responsibilities ...

And suddenly we found ourselves in a certain timelessness. Whatever came just came. The days were suddenly not full of responsibilities and tasks, the diary pages remained blank. Suddenly, it didn't matter whether the day started at seven or eleven because there was nowhere to hurry.

Time is fair. It measures equally for all of us.

The dilemma is not whether the bottle on the left or the one on the right is nicer, just as the ancient Greeks wouldn't have asked whether chronos or kairos was „better“. They belong together but it gives us a chance to choose which of these times we surrender ourselves to.

It is good to be able to distinguish how to look at certain situations in the view of time. Balance and harmony in everything one does

is important. Let's live in such a way so that we know why we live.

Regardless of the fact that I am a girl from Moravia and wine is really my favorite drink, a wine label is an incredibly interesting discipline that I fell in love with. So much can happen in a relatively small area that it can take hours to write about it. Just like you can talk about wine for hours. It does not start or end with the label; to make the overall impression perfect, the rest of the communication of the winemaker or winery must also be coherent. Here I use experience from both my own practice and studies.

I am always very happy when I can support my work with a strong story because there is always „something extra“ beneath the surface that cannot be seen at first glance. I enjoy discovering these paths, I enjoy stories.

I work and create in a small village in Moravia. In my free time I relax through my work; I draw and paint with everything and on everything at hand and I like a four-legged company. I often need to see forest and mountains. ♣





Emotional labels of Moldova's Carpe Diem Winery

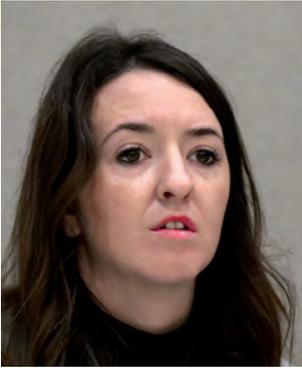


Each wine has its own story and associated means of transport. Successful collection of the Slovak winery Château Růbaň.



The Norwegian creative agency PackLab won the world award for design with a nice idea - donate a flower and drink it together. The client was Solera Beverage Group and the award winner not only got into production but was and is very commercially successful and even inspired to others to do the same.





Maddee McDowell

She is the secretary not only of the San Francisco International Wine Competition but also of the international wine labeling and packaging competition of the same name. For your inspiration, here is an overview of last year's winners.



On the below left, there is the winner of the solitaire category - Kenwood the Barn; at the top right, there are labels with the story of Terlato Duelling Pistols and The Prisoner Wine Company and at the bottom right there is a successful series of Italian „monthly“ Monatic labels by Novaripa Radice Italiana from Abruzzo.





COURAGE!

Using the style chosen by Emil Bauer + Söhne takes certain personality, talent, inspiration and courage. Those „Söhne“ (a German term for sons) have already become grandchildren Alexander and Martin Bauer. Their distinctive labels entertain and also respond to the political situation. With their optimistic or even comedic mood, they bring about the association that there must also be a cheerful, funny and fresh wine inside.

When you go to France for wine, it is really worth it to stop for a day in Palatinate in Germany at the Bauers, at the Anselmanns (here, however, very traditional labels without a revolution) or for organic wines at the „secret imperial council“ von Buhl or Friedrich Becker.

But to the Bauers: Their labels are unmissa-



ble, funny and they say a lot about them... and they are finalists in the category of the all-German Design of the Year competition! Jindra Kadrnka or Filip Mlýnek, both untamed (and very talented) elements in our Czech and Moravian wine scene, can put themselves into it with such fantastic energy. It should just gush out of their labels! ♣





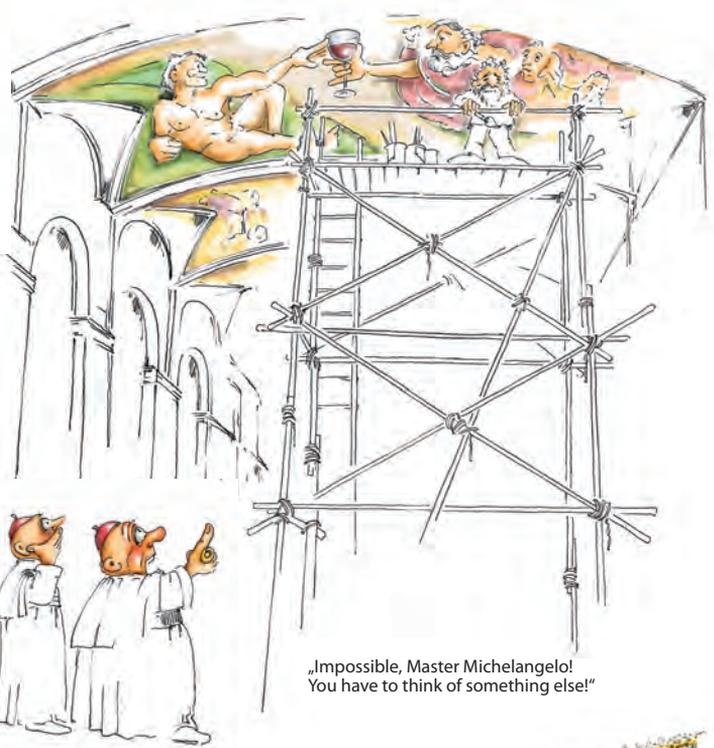
The Beatles at Abbey Road
... the reason why they crossed the road ...



Michael Jackson
No Matter If It's Red Or White



Elton John
Can You Fill The Glass Tonight



„Impossible, Master Michelangelo!
You have to think of something else!”

FINE-WINE-CARICATURES

Rupert Hörbst lives in an Austrian region where beer is settled. „Why don't you make a book with wine-cartoons?" he was asked by a music friend (many of his drawings are connected with music) while drinking a glass of beer.

This was the start of a strange and wonderful journey.

VINITO was the first of his wine-cartoon-books.

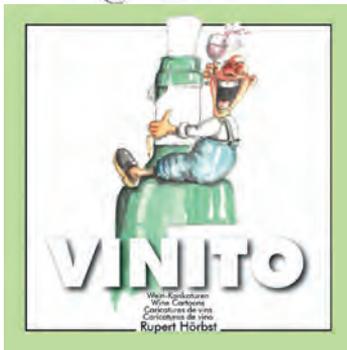
CON CERTO VINISSIMO - music and wine in connection - followed.

Several exhibitions e.g. at the Daejeon International Wine Festival and Asian Wine Trophy in South Korea deepened his contacts to many wine friends from all over the world. Not only in times of the pandemic it helps, to take a moment for a smile. So ... enjoy and smile!

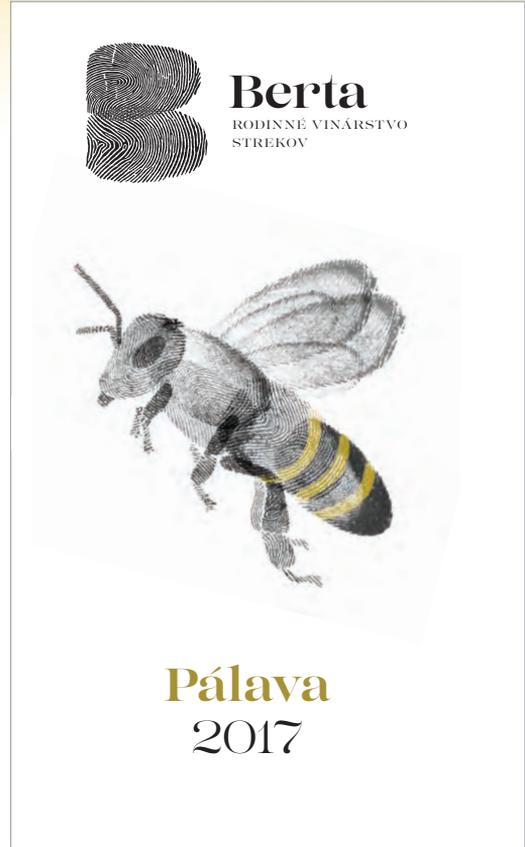
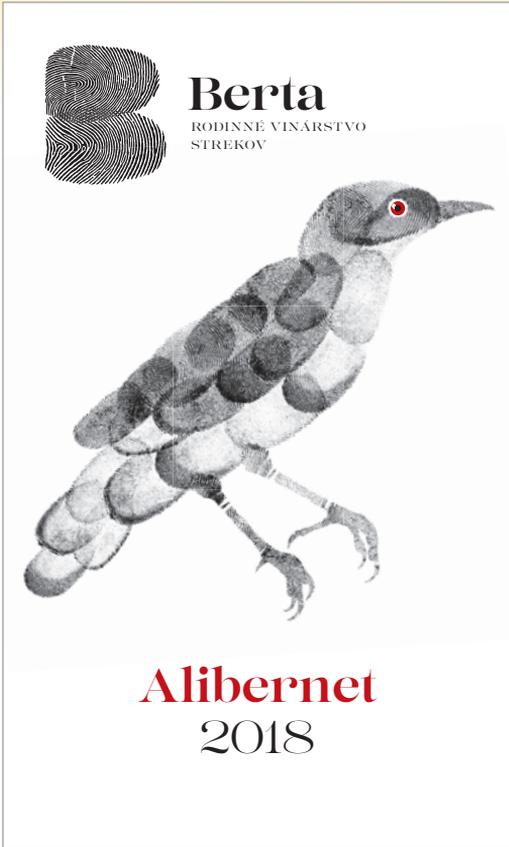
More about him: www.hoerbst.net



„Dry, isn't it...???”







In the vineyard and in the cellar you need a pair of hands - hard, work-worn and honest hands. Not surprisingly, many winemakers in many countries on several continents had the same idea: to use the hand

and fingerprint symbol as a leitmotif for the creation of labels. And when they teamed up with talented artists, many really interesting labels were created with a clear message: „This wine bears my imprint“.



WINE LABELS AND LAW

Although I'm a graduate lawyer, I don't like combining the art of wine and the austerity of law. However, there are times when it is better not to avoid such contact - on the contrary: look for it.

And one such opportunity is the redesign of old labels or the design of new ones. Unfortunately, we cannot give you general advice; diametrically different rules apply in different countries, even within the European Union, let alone the USA or China.

However, regardless of where you make your wines, we advise you: when you and your graphic designer finalize the desired form of your labels, **you should also consult a specialized law firm before starting their production.**

Check the label for everything the given country's regulations require.

Make sure it does not include anything forbidden.

If you decide to put medals on the bottles as proof of awards in competitions, make sure where you send wines because of such decorations. An organiser of a wine competition (national or international wine competition) held in France cannot award wines with Great Gold. Only gold or silver. But for the competitions run outside France, if a French producer gets a Great Gold or Platinum in a foreign country he is allowed to stick the medal on his bottle. Crazy? French...

You should also pay attention to trademarks and protected industrial or artistic designs. A specialized office will do the research for you to make sure your new label is not in conflict with any protected design or

name. It's not free but it's cheaper than scraping labels from 20,000 bottles - in the best case.

Recent time appreciates everything that is „retro“. You can, of course, create an etiquette that has a historical impression - that's fine. However, you might also think of modifying the beautiful old label of a non-existent winery. However, be careful! Trademarks and copyrights live their own lives and they don't care that the winery doesn't even exist for years! You could easily have a conflict concerning the rights of the artist who created the label or with the heirs who inherited the trademark rights; Although they do not use them (and will claim in court that only temporarily), they will defend themselves against their abuse.

And then there are some regulations that limit what you can say about your wine and what you can't. Did your grandfather become famous for his medicinal wine with your high iron content, which helped improve hematopoiesis? Was it even sold at the pharmacy and the doctor issued a prescription for it? And do you make it exactly according to the recipe he left you? Yes but he lived in another time!

The most terrible thing I've ever drunk or actually just tasted was red onion wine (really fermented from grapes and red onions), which is sold in pharmacies in Inner Mongolia, the northern region of China, in bottles and bag-in-boxes as a medicine to help fall asleep fast and strengthen sleep. They believe it is very healthy and helping beverage! And they can say it!

Hungarian winemaker Pál Ribarics is now trying hard to fight the European Union in an effort to return to common sense and bring



medicinal wines back to where they belong: *„Healing wines played a role in medicinal therapies for thousands of years. The medicinal value of wine was considered essential in the Roman Empire. Wines mixed with herbs were popular and indispensable in medicine. Water was often tainted, which was another reason to use wine in various applications to replace water. Wine’s antibacterial properties were utilized in medicine and other areas as well. When I read about these, I wanted to bring back some of the traditional uses of wine. In my diploma work at Horticultural University in Budapest I made a recommendation to develop two specific medicinal wines. We developed special recipes with the right herbs to prepare these wines. The detoxificational effects of Vinum Compatronum are special features that we are trying to emphasize. Other useful properties of Vinum Cordis include preventing angina and heart disease. We do not wish to compete with evidence-based medicine or the pharmaceutical industry. The human body suffers no adverse reactions to these wines and they generate no side effects. What we do stress is the general well-being and preventive properties that these wines promote.“*

Today, at least in the countries of the European Union, any positive health claims related to alcoholic beverages are banned! And not only on the bottle or packaging, but also in advertising. You can say that your wine tastes good but not that you sleep or digest better thanks to it. I wonder when someone starts picking on aperitifs and digestives, whose designation imply that they increase appetite and improve digestion!

You can’t mention that it can pull a person out of depression and stress or that it improves performance or sexual attractiveness. No way!

This time is strange, when the truth may no longer be said. How did the previous generations even survive? Just take folk culture and lyrics as an example. There are so many songs with lyrics speaking about a young boy who

drinks some wine from a jug and then goes to have some fun with his girl or that when someone is sad, they drink wine to feel better.

Wine and singing belong together!

Willie Nelson’s *“Yesterday’s Wine”* is about the staying power of old friendships and goes down smooth and easy, just like a glass of good wine. *“Two More Bottles of Wine”* is powered by love for wine; Emylou Harris sings there about the pitfalls and hardships and again and again concludes, *“It’s alright ‘cause it’s midnight and I got two more bottles of wine.”* It’s a cheerful song. Jason Isbell remembers in his country hit: *“She smelled like cigarettes and wine / And she kept me happy all the time.”*

Anyone knows the melody of Deana Carter’s *“Strawberry Wine”* which just might be the best-known country wine song ever. All about young love, nostalgia and strawberry wine, the song’s winsome lyrics are just as much about memory as they are about drinking. All for a song that is, at its essence, summed up as such: *“My first taste of love was bittersweet / And green on the vine / Like strawberry wine.”*

And what about *„Red, Red Wine,”* a song written and performed by Neil Diamond in 1968 and made famous by Bob Marley and swaying hips of girls with flowers in their hair?

*Red, red wine
Go to my head
Makes me forget that I
Still need her so
Give me little time,
help me clear up my mind
Give me red wine
because it make me feel fine*

And we haven’t been stamping and clapping in Irish pubs or French aubergées yet!

All of this could appear on labels and in advertising. However, it may not ...

You would be in big trouble if you used a traditional Czech folk song whose text says: *„Don’t drink water Jack, it will do you harm, drink wine instead, it is a good medicine”* in your advertising. ♣

PLEASE CLOSE!

Whoa! It's that big of a deal? You bet it is! It is understandable to think that "a cork is a cork is a cork", but that couldn't be further from the truth. It's true that the traditional, natural cork bottle closure has largely stood the test of time. After all, it's been around since the 17th century when newfangled glass bottles began replacing clay amphorae and wooden barrels.



Christy Canterbury MW

Christy is a journalist, speaker, critic and wine list consultant. Previously, she directed wine buying for Smith & Wollensky, Culinary Concepts by Jean-Georges Vongerichten and leading, global retailers. Her article originally appeared on kj.com – the website for Kendall-Jackson, America's Favorite Chardonnay – which covers everything from wine education to recipes to budget friendly DIYs for the creative in all of us. Thanks for the courtesy!

FROM TRADITIONAL CORK TO AN ARRAY OF WINE BOTTLE CLOSURES

A wine bottle closure is the last blessing of a winemaker. That closure becomes the guardian of the winemaker's stewardship and so much more.

A bottle of wine is the work of an entire viticultural year, plus however long the wine was cared for and aged at the winery, not to mention the many years of investment in the wine's vines prior to that particular annual cycle. Moreover, a bottle of wine also represents a winery and the people behind that bottle from conceptualization, grape-growing and wine-making to shipping and marketing. The choice between the different types of wine bottle closures is critical.

Cork is as an excellent wine bottle closure and is the preferred choice of most consumers. However, a ripple surfaced in natural cork's popularity in the 1980s. This began a sea-change in market sentiment that gathered into a tidal

wave crashing into traditional cork's market.

Alas, this was not a case of new ideas combatting the "If it ain't broke, don't fix it" mentality. The surge of global wine production (and requisite need for more cork closures) coupled with the lack of best practices and innovation on the part of cork producing sector ended up pouring much heartache across the entire wine industry, including right into consumers' glasses.

It all began with the seemingly unpronounceable 2, 4, 6-Trichloroanisole (mercifully shortened to the more widely used "TCA"), which is a very - even miserably - stinky compound. Even if you couldn't pronounce it, you could almost certainly smell it. (FYI - A small percentage of humans have an anosmia to cork taint, meaning that they cannot smell it.)

TCA is the compound responsible for the dreaded cork taint smell (which has nothing

*The Life Stylings of Charles Springfield
New York*



to do with bits of crumbled cork that sometimes fall into our wine glasses). Sometimes it's prominent and sometimes it is subtle, but it is an odor that prompts knowing noses to deem wines "corked".

It took two decades for natural cork closure producers to get their acts together, after initially ignoring the problem. Natural cork production has never been better, even if it still isn't perfect. That's great news. The even more dynamic news is that during the time of natural cork's evolution, winemakers and consumers have been experimenting with other closures. We can be choosy these days, even while we are generally more open-minded. All these years down the road, there are many ways other than aromas in which wine corks and wine cork substitutes can affect our wine drinking experiences.

TWO WAYS DIFFERENT WINE CLOSURES AFFECT OUR WINE DRINKING EXPERIENCES

Opening and Closing Wine Bottles

First, different wine closures affect how easily we can get to the wine we'd like to drink. (See below for an overview on some of the

many different types of wine bottle closures.) Screw caps, Zork closures and sparkling wine "mushroom top corks" win for immediate satisfaction: no corkscrew is required for extracting the closure. For all other wine bottle closures, we need a tool to open the wine bottle. We also need to know how to use that tool.

When we spare some of a bottle for another time, it isn't always easy getting the closure back into the bottle. Yes, screw caps, VinoSeal/Vino-lok and Zork tops fit easily back onto a bottle, but other cork-like closures aren't always as cooperative. Technical and synthetic corks can be a real challenge to jimmy back into the bottle. This happens because all corks are actually much larger than the wine bottle opening. On a bottling line, corks are firmly compressed then inserted into their bottles before expanding against the walls of their new glass homes. Once removed, the corks stretch out again – kind-of like we do when getting off a long flight! Natural corks are the most malleable, and it is usually easiest to put the non-wine end of a natural cork back into the bottle as it re-expands more slowly.

(Tip: don't bother re-inserting the original wine bottle closure into any bottle. Instead, use a Vacu Vin stopper and pump to seal it up until you are ready to sip from the same bottle within the next few days!)

Wine Aromas

Second, the various wine closure types also affect the aromatic properties of wines, even when they are meant to be as neutral as possible. One of the original reasons to move away from natural cork-closed wines was to eliminate smelly cork taint. However, technical corks are glued together and can sometimes emanate a chemical tone to those highly sensitive to the smell. (I'm not one of them.) Synthetic corks are made of petroleum-based elements for the most part and can do the same. This off-gassing of technical and synthetic corks is most noticeable on lighter whites and reds. Finally, tight alternative seals like wine bottle

screw caps and glass can promote a smell that winemakers call reduction. On the less intrusive side, reduction smells a bit like struck match or sulphur, and it usually fades away quickly. On the unpleasant side, reduction smells like rubber or even rotten eggs, and it never subsides.

WINE CLOSURES AFFECT WINE'S AGEABILITY

The different ways of sealing wine bottles affect the oxygen exchange rate through that closure. This is important because, as the famous French scientist Louis Pasteur discovered, oxygen is the principal accelerator of wine aging. So aside from possible cork taint, oxygenation potential has become one of the most dynamic criteria for choosing alternative or artificial corks in the last two decades. After all, oxygen is carefully managed throughout the winemaking process, so why wouldn't it be considered once the wine is ready to ship to the consumer?

Oxygen affects the colour, aroma and mouthfeel of wines

Colour – Too much oxygen can promote premature browning. Think of a cut apple oxidizing.

Aroma – Just enough oxygen can encourage attractive development in young wines. Too much causes oxidization, which flattens and subdues the nose's vibrancy.

Mouthfeel – A Goldilocks-like amount of oxygen enhances the palate by softening it, especially in tannin-rich wines.

Knowing this, winemakers try to hit their wines' optimum drinking windows. That's to say that they try to make sure that the bottle you open today drinks as well as it can. For most cork alternatives, a winemaker can choose an ideal oxygen transferability rate. The result is that the same wine bottled with closures offering different oxygen transferability rates could be scheduled to peak in, say, six, 12 and 24 months post-release. Effectively, wi-

namakers can choose corks to work over time while inside a bottle somewhat like a decanter would for a just-opened wine. Presto Bingo - it's about experiencing the same thing in a different way!

THE MOST COMMON WINE CLOSURES



Natural, or Traditional, Wine Cork

The original cork and the choice of self-proclaimed purists. Sourced from *Quercus suber* oaks, primarily from the Iberian Peninsula - especially Portugal - and North Africa. Trees must be a quarter of a century old before their bark can be "harvested" then can be stripped only once every nine years. Stripping does not harm the trees.

PROS +

- Excellent "breathability"
- Comes in different quality (and price) levels as well as lengths, with longer ones available for age-worthy wines and wider ones for larger format wines



- Relatively good insertion and extraction of the cork

- Offers the romance of the cork “pop”
- Allows for the preservation of cork forests and rural jobs in small villages

- Ensures that the cork forests continue to offer homes for Iberian lynx, Iberian imperial eagles and Barbary deer, among other wildlife. World Wildlife Federation notes that cork forests are among the few examples on the globe where human activity benefits the landscape.

- Recyclable

CONS -

- A potential harbour for the extremely unpleasant 2,4,6-trichloroanosoole (TCA) compound that taints wine, making it “corked”

- Hard to get the best corks between the long line of producers and the considerable price they command

- Consistency cannot be guaranteed with the same degree of certainty as alternatives because it is a natural product

- Lubricants like silicon and paraffin can improve extractability – which sommeliers appreciate in the theater of restaurant dining rooms, but which can also cause oxygen ingress

- Random oxidation of bottles, particularly problematic for age-worthy white wines

Technical Wine Cork

Made of natural cork particles. Idea is to replicate the look and feel of a traditional cork

The best are more and more frequently the top choice for conscientious winemakers who prefer to bottle with a natural cork alternative rather than under screw cap.

PROS +

Can chose desired - and guaranteed rates of - breathability, in high end ranges like DIAM and Amorim Neutrocork-Premium

The very best lines guarantee they are TCA- and fault-free

- Retains the romance of the cork “pop”



- Helps keep the cork forests cultivated and preserves the homes of indigenous wild-life

- Recyclable

CONS -

- Low-end and mid-range options could be TCA affected

- Also known as “agglomerates” because the corks are composed of tiny cork particles glued together. Highly sensitive sniffers can smell the glue.

- Some technical corks, especially with those that have a solid disk(s) of natural cork glued on one or both ends, can look cheap

- Sometimes not easy to use to recork bottles

Synthetic Wine Cork

Outer “skin” and inner foam are made from two different materials. Exterior skin is usually polyethylene based. Interior may be made of renewable, sustainable materials, such as the sugarcane-based fibers used by “green” line at Nomacorc. Permeability/breathability more consistent than with cork and other synthetic corks

PROS +

- Very good precision of material density and performance

- Come in a wide variety of densities and prices

- Like natural and technical corks, can be printed on

- Uniquely, can be ordered in a wide range of colours

- Can be chamfered, or tapered, for easy re-insertion into bottles

- Recyclable



CONS -

- The polyethylene used can taint wine, as can smells picked up by synthetic closures during shipment
- Wine aroma scalping can also occur, where the synthetic material extracts aromas from the wine
- Must have correct wine style, expected time prior to consumption and stock rotation for synthetic used
- Partially or entirely a petroleum product that can vary in price and is non-renewable
- Corks that are not chamfered are hard to use to recork bottles

Screw Caps & Stelvin Wine Closures

Stelvin is the brand name of the original screw cap. A foam-like liner seals the bottle opening (pinch it out with fingernails or tweezers!), not the two metal parts that crack apart. Stelvin newly developed STELVIN® IN-SIDE, a range of three liners with differing oxygen transmission rates (OTR). They offer the 1 O₂, 3 O₂ and 5 O₂ liners with a totally new OTRs.

PROS +

- Zero cork-induced TCA stink
- Easy to open and close
- Can brand just like you would a capsule and cork
- Smooth-sided cap options hide threads,

creating a more polished look

- Don't need to store wine on its side (see more about wine storage here)
- Doesn't deteriorate like natural cork
- Can chose breathability of cap liners to optimize drinking windows
- Has shown to be an age-worthy wine closure on both red and white wines
- Tamper-evident fitments help prevent counterfeiting, as with Roll On Pilfer Proof (ROPP) aluminum closures
- Recyclable



CONS -

- Reduction, or the tamping down of aromas, is very common
- Flute-shaped (deeply sloped, like for the Vintner's Reserve Riesling) wine bottles more easily incur dents on the capsule closure, possibly causing the liner seal to pop and resulting in an oxidized wine

VinoSeal & Vinolok Wine Closures

Plastic o-ring makes the seal for this glass-on-glass closure. Frequently used on flute-shaped bottles.

PROS +

- TCA-free
- Easy to open
- Elegant look
- Reusable glass stopper – on the same or on another bottle
- Recyclable



- Wines develop more slowly due to little oxygen transfer
- Wide array of sizes for different bottle neck sizes
- Comes in different colours and frosted versions

CONS -

- Like screw caps, makes wines prone to reduction, which flattens aromatic intensity
- Heavier than other closure alternatives, adding to carbon emissions.

Zork Wine Closure

A unique, innovative and synthetic closure that is goes by its brand name. The convenience of screw cap with the pop of a cork! It has foil welded between the cap and plunger to ensure a long shelf life. Foil helps it to seal like a screw cap while the plunger makes a pop

like a cork. Cool packaging developed in Australia that has largely remained there.

PROS +

- Tamper evident
- Easy to open
- Claim their polyethylene formula does not taint wine aromas
- Unique look promotes consumer curiosity
- Recyclable

CONS -

- More expensive and more complicated for producers to use on a regular bottling line, so harder for consumers to find!
- Petroleum-based

WHICH WINE BOTTLE CLOSURE IS THE BEST?

As is often both charmingly and irritatingly the case in wine, the answer to which wine bottle closure is best is, "It depends." As such, the Kendall-Jackson winemaking team of Randy Ullom, Mark Theis and Fritz Meier frequently re-evaluate the types of wine bottle closures they use, based on wine style and wine consumption tendencies.

Today, the Vintner's Reserve Chardonnay and red wines are bottled with Amorim's Neurocork-Premium technical corks for their



easy extractability and cork-like properties, including their environmentally friendliness. (Nomacorc was previously the choice here.) The whites other than the Chardonnay and K-J AVANT are closed with screw cap tops to maximize freshness and consumer-friendly usage. The Grand Reserve collection uses Diam corks for the same reasons as Neutrocork- Premium closures, as well as for their tighter oxygen

transmission control. Finally, all of the Jackson Estate and Stature wines are bottled under natural cork.

I'd say this is all rather remarkable dedication to detail. To me, this question has always been pretty easy to answer: the best wine bottle closure is the one that has already been opened!

Cheers! ♣



Lisete Mendes Osório

Portuguesa, Armamarense, geographer from the Coimbra University. Degree of Sensory Analysis in Portuguese Catholic University. Technical Director of the CVR Távora – Varosa, Control and Certification Structure Coordinator and Quality System Manager Regional Wine Commission Távora – Varosa. Wine producer from Douro region. Member of the APEV (Associação Portuguesa de Enologia e Viticultura). International Jury for several Wine, Spirits and Olive Oil International Contests.

Natural Cork & Wine - perfect partners

The cork oak forest is one of the richest ecosystems in the world. The corks oak is a typical species of the western Mediterranean region. Worldwide, Portugal is the country with the greatest cork oak forests surface area and largest cork production.

It grows spontaneously in Portugal (34%) and Spain (27%), but also in Morocco, Algeria and Tunisia. It also grows in the South of France and on the west coast of Italy, as well as in the islands of Sicily, Corsica and Sardinia.

Forests occupy more than a third of the Portuguese territory, and are almost entirely private property. With 720,000 hectares, cork oak (*quercus suber*) represents almost a quarter of the national forests. Portugal has about a third of the world area of cork oak forest, followed by Spain, with more than a quarter, Morocco with almost a fifth and Algeria with around a tenth.

In Portugal, cork oak is the second most prevalent species in forest area, with values similar to eucalyptus and maritime pine that

Country	Area (ha)	%
Portugal	719 900	34
Spain	574 248	27
Morocco	383 120	18
Algeria	230 000	11
Tunisia	85 771	4
France	65 228	3
Italy	64 800	3
Total	2 123 067	100

occupy the first and third positions.

The Alentejo region represents 85% of the national cork oak forest area.

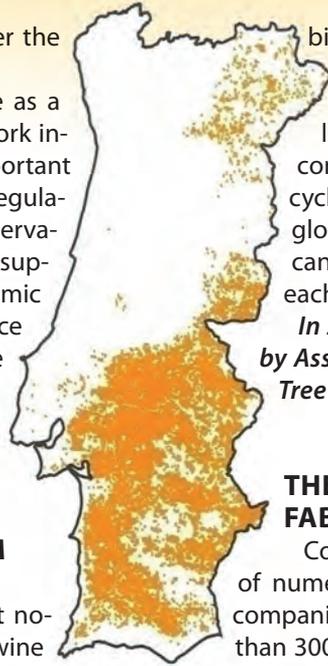
Since 2000, there has been a relatively continuous and stable succession of public measures to support investment in the montado (in Portugal, cork oak forest areas are known as montado). Between 2000 and 2014, 188.9 million euros of public funds were dedicated to this purpose, enabling the improvement/regeneration of some 35% of the montado area.

Investment has continued under the current PDR 2020.

In addition to their relevance as a source of raw material for the cork industry, the montados have important environmental functions, in regulating the water cycle, in soil conservation, as carbon sinks, and as a support for biodiversity. Their economic and environmental importance justifies that, in addition to the general regulation of the national forest, cork oak is subject to specific legislation, established by Decree-Law No. 169/2001.

BIODIVERSITY ECOSYSTEM AND SUSTAINABILITY

Cork is renowned for its most noble role, as the world leader in wine storage. Throughout the years, in cork growing regions, cork has been central to a culture that has been passed down from generation to generation. An idea that is as relevant today as it was when it began centuries



birds and 24 species of reptiles and amphibians.

Cork oak forests are very ecological important by helping to control erosion, regulate the water cycle and combat desertification and global warming. The cork oak forest can retain 14,000,000 tons of CO₂ each year.

In 2011 the cork oak was instituted by Assembly of the Republic "National Tree of Portugal".

THE PORTUGAL BUSINESS FABRIC OF THE CORK SECTOR

Cork is the fundamental business of numerous commercial and industrial companies in Portugal. There are more than 300 companies engaged in the cork trade, with a strong focus on the Alentejo region, where the cork oak forests are predominantly located. Most of these companies are quite small, with total employment in the sector only around 600 people. Industrial companies are considerably more numerous and larger. Currently, there are about 850 active industrial companies. These are strongly concentrated in the north of Portugal, where almost all the cork stopper manufacturers are located and most of those that produce other products in cork.



HOW THE CORK STOPPERS ARE PRODUCED?

Cork oaks are first harvested at 25 years old, and take place every 9 years. After the third harvest, the bark is of sufficient quality for producing wine corks. Don't be afraid, the oak trees are not cut down, and only about half of its bark is removed at any time.

The bark is carefully peeled away and cut into sheets before processing.

After a period of rest, the cork planks are ready for the first stage of the industrial process: the boiling. Raw cork is boiled for at least one

ago – sustainable development. Its objective is the fundamental balance between the environment, economic growth and social development.

One of the 35 "hotspots" of the biodiversity, (on the same level as the Amazon and Borneo) with 37 Species of mammals, 160 Species of



hour to reduce its humidity, making it softer. The planks then are trimmed to size and then punched to form the natural cork stoppers.

Stoppers can be washed, half-washed or left in the colour of natural (darker brown) material. The treatment usually contains paraffin, silicone or both of them. Treatment helps to ensure smooth bottling and easy bottle opening while providing best sealing performance.

INNOVATIVE TECHNOLOGIES TO ERADICATE DETECTABLE TCA

In each stage of the manufacturing process there is quality control through mechanical, physical, chemical, and sensory tests to guarantee the final quality of the stoppers. In addition to these laboratory controls, nowadays cork processing companies use various technologies to eliminate problems with anomalous odors and TCA. For example, the T4T Sniffer process individually analyses the presence of TCA, mold and other anomaly sensory deviations in each natural cork stopper, using an olfactory control method carried out by specialized professionals.

The Ozone - O₃ chamber facilitates the disin-

fection of the cork stopper at any stage of the process by decreasing the probability of TCA and other odors through the action of ozone.

W-ONE 100% one by one - this technology individually analyses the presence of TCA in every natural cork stopper, in seconds, using an innovative technology of rapid chromatography.

Purus Clean Room is a disinfection process anti-TCA for all-natural cork stoppers. Strong extraction of all the smells in the corks through a drying process and subsequent evaporation and humidification with ECO products.

CONSUMER'S AND WINEMAKER'S CHOICE

Several studies show that both consumers and winemakers increasingly choose cork because it's a natural, sustainable product. Premium and eco-friendly, cork has the best of two worlds. 7 out of 10 bottles are closed every year with cork. The numbers speak for themselves. 97% of USA consumers say natural cork stopper is a marker of high or very high-quality wine. 97% of China wine consumers believe natural cork is beneficial to wine quality. Spain 95% of consumers prefer natural cork stoppers for still and sparkling wines. Italy 86% of consumers consider that natural



cork is a sign of a quality wine. 83% of French Wine consumers prefer natural cork stoppers.

CORK, IT'S MORE THAN A DETAIL TO WINE

Cork and wine are two amazing gifts from nature that have been united for centuries. They've grown together and given meaning to each other. The natural cork stopper is a natural choice and decisive factor for the success of wine conservation. Several investigations prove that cork stoppers contribute in a unique way to the development of wine. The cork stopper's innate qualities - light, compressibility and elasticity, impermeable, resistant to moisture and rot, resilient - make it the only sealing solution that truly respects the evolution of wine, preventing it from deteriorating over time.

Wine conservation can be extended further when high quality cork stoppers are used, if bottling rules are complied with and kept in ideal storage conditions (adequate temperature, pressure and humidity and without great

temperature variations).

Cork stoppers ensure a good conservation of wine in a glass recipient over time and promotes a gradual and positive wine's evolution by means of numerous physical and chemical processes between the components of the wine inside the bottle. Until now, only the natural cork stopper has been able to provide this perfect balance, allowing for the correct evolution of the wine and the formation of the much appreciated "bouquet." The bouquet consists of a set of pleasant aromas, which develop during the evolution period of bottled wine. It is a valued element, which depends on the intrinsic quality of the wine and the conditions in which it matures.

Natural stoppers enable the excellent conservation of wines while preventing interference in the harmony of their components, conferring a sign of quality to the wine.

Wine is not only technical, but it also has a history and emotions associated with it. when we open a bottle with a cork stopper, we create a consumer experience, we provide emotions. ♣





Dominique Tourneix

CEO, Diam Bouchage since November 2020. He joined Oeneo Bouchage as Industrial Director of the Closures division in 2003, before becoming Chief Executive Officer in September 2005. Under his leadership, Diam closures have enjoyed spectacular growth. Now he is in charge of steering Oeneo Group's future development.

Diam Bouchage specializes in manufacturing of DIAM corks and Mytik Champagne stoppers. These composite or agglomerated “technical” corks combine the environmental benefits and traditions attached to cork tree bark with the guarantees of a man-made product. Around 10,000 customers in 75 countries number some of the industry’s biggest names, including several First Growth Bordeaux, and accounting for over 25% of Champagne production.

The first Diam corks were produced in 2003 in south of France near the country’s Mediterranean border with Spain. Today, Diam is a subsidiary of Oeneo, a French company with two divisions: Seguin Moreau and Vivelys on the one hand, specializing in cooperage and winemaking know-how, and Diam Bouchage on the other. With production now averaging 2.4 billion corks a year, made from 35,000 tons of hand-harvested cork, Diam is the world’s largest producer of technical corks, measured by value and volume.

Diam corks are made in France, Spain, and Portugal, with blanks shipped around the world to partners who handle final printing, distribution, and marketing. That ensures customers a quick two to three weeks’ turnaround from order to delivery.

At Diam, the cork is grinded, then treated with the patented Diamant process. From the French word *diamant*, meaning “diamond,” the Diam name applies to the company, the

DIAM



product, and the manufacturing process involved. That proprietary process ensures the extraction of more than 150 potential contaminants and impurities, including the infamous Trichloroanisole (TCA), while also assuring consistency of product, from bottle to bottle, and for aging.

RIDDING CORKS OF TCA AND OTHER CONTAMINATION

Diam’s phenomenal success is based on a groundbreaking insight: Adapt the process used to decaffeinate coffee and extract nicotine from tobacco to removing contaminants from cork. CO₂ is converted into an intermediary state between liquid and gas to clean the cork and remove over 150 compounds and impurities -- not just TCA! The patented, proprietary, and environmentally friendly process – nicknamed “green chemistry” – not only

” So much more than a simple stopper, the cork is the last oenological act of the winegrower. It must enable the wine to fully develop in the bottle throughout the aging period and maintain the aromatic profile sought for a particular wine

Dominique Tourneix



avoids the use of a chemical such as peroxide, but is quite energy-efficient.

It took seven years of joint research with the CEA (French Atomic Energy Commission) to develop the Diamant process, which debuted in 2003.

CONSISTENCY BOTTLE TO BOTTLE, AND NO LEAKS

The only reason cork was used at the beginning to close a bottle is because it is elastic, and cork retains that elasticity for a long time. Cork consists of a woody part (lignin) and suberin, which provides elasticity. Eliminate the lignin and you have a two-fer: more elasticity, i.e., a tighter seal, and a reduced risk of contamination. Add a patented molding process to manage mechanical performance and oxygen behavior and you get a very consistent closure.

CONTROLLED PERMEABILITY OF OXYGEN FOR DIFFERENT AGING REQUIREMENTS

The Diam cork is an active partner in the evolution of a wine under its “care.” By tweaking the recipe, Diam can guarantee a cork to last up to 30 years. The filler plugs the tiny gaps to create a consistent structure. An “even” structure means consistent aging. Not surprisingly, producers offering the most long-lived, collectable wines are Diam fans and have contributed significantly to the company’s growth.

Depending on whether the wine is drunk within 6 months or after 30 years, on whether it is red, rosé or white, whether it is more or less sensitive to oxidation, the winemaker can select the corks according to different levels of permeability and different lifespans.

The oxygen supplies during the first months (*OIR = Oxygen Initial Release*) and over the time (*OTR = Oxygen Transfer Rate*) are quantified for each stopper recipe. For more information, you can read our technical articles here:

The priority of our R&D department today is to be able to extend the range of OIR / OTR available to our customers. Tomorrow, each type of wine will have a cork with the configured oxygen inlets; depending on the desired result, the winemaker can bottle the same wine on the same day, with different types of Diam corks.



PUTTING IT ALL TOGETHER

Diam Bouchage guarantees the integrity of each and every cork, rather than offering an average score for each batch. Stringent testing at every stage of production is entailed to ensure:

- No TCA (equal to or less than the measurable limit of 0.3 ng/l).
- Preservation of aromas and freshness
- Consistency between bottles
- Controlled permeability (oxygen transfer rate) for different aging requirements
- Reducing the quantity of free SO₂ to protect the wine
- No leakage or seeping for safe transport

Since 2011, Diam Bouchage has been a certified "Innovation Company" (Label BPI France). It continues to invest heavily in research and development and has filed over 20 patents since 2007.

SUSTAINABILITY

Diam Bouchage is also totally committed to sustainable practices. The first bottle closure company to work with ADEME (the French Energy Performance Agency), Diam reduced its carbon footprint by 12% from 2006 to 2008. Of course, all Diam components meet all European and American (FDA) quality and food

security standards. Convinced that the most important way to better the global Carbone footprint is to enlarge forest areas, Diam Bouchage is working with forest professionals to manage and maintain the regeneration of cork oak forests. As an example, last November the company has joined forces with the Sud Provence Alpes Cote d'Azur Region and ASL Süberaie Varoise to conduct the first large-scale plantation of cork oaks in Provence, planting 3,252 saplings across six hectares of land. ♣



Anaïs Le Chaffotec, JCMilhet, Philippe Laurent

Like you the book so far? Invite us to break!
We will enjoy a cup of coffe or some wine with you!
You can say thank you so we know you like it.



Donation
\$2 / 2€



USD



Donation
\$5 / 5€



EUR



Donation
\$10 / 10€





Kateřina Slezáková 

Marketing Manager at Vinolok, Jablonec n. Nisou, Czechia. She believes, Vinolok is the most elegant and creative closure for wines, spirits, water, and oils. Vinolok is made from pure Bohemian glass.

MEET VINOLOK – THE INSPIRING CLOSURE



By associating unique characteristics with their products, brand owners create instant recognition and authority within their niches, leading to higher sales as visibility and credibility rise. The uniqueness of the packaging helps to differentiate the product and attract new customers as it reflects their inner values and individuality as well.

Vinolok is considered as one of the most elegant and creative closures for still wines, spirits, water, and oils.

It's made from pure Bohemian glass that transforms every bottle into an exceptional packaging. Vinolok gives a brand the style of top-class quality, making any product a luxury article never to be forgotten. And more – Vinolok is fully recyclable.

SUSTAINABILITY IS A KEY

Glass is a substance made from natural materials only and it is one of the few materials that are fully recyclable without loss of quality. Glass is the archetype of sustainable packaging and as such is usually the first choice for consumers who are environmentally conscious. Vinolok can be recycled together with the bottle itself and even together with the sealing ring. Or it can be easily removed by hand and recycle in the same way as low density polyethylene (used in juice and milk cartons). The result is fully recyclable closure.

QUALITY FIRST

Vinolok is used for wines and spirit worldwide. The main producers come from



France, Italy, Germany, Austria Spain, USA, Australia and Russia. It is not a coincidence that Vinolok is often chosen by organic or biodynamic producers. Glass – a harmless, clean, environmentally friendly, recyclable material – fits very well with their philosophy, but also with today’s ecological demands. 100% taste-neutral, the closure is a technically precise product with a fixed shape and properties. Oenological properties of the Vinolok glass closure are being tested by Australian Wine Research Institute (AWRI), which is verifying Vinolok OTR (Oxygen transmission rate) performance.

MAIN WINE PRODUCERS USING THE GLASS CLOSURE

Australian Henschke Winery use Vinolok for heavy red wines, Shiraz mainly,

Szent Tamás winery from Hungary, Freixeneda wines from Spain, Gerard Bertrand from

France, Italian wineries as Loacker, Brezza, Zonin. R.Stuart winery from Oregon and also Kraljevski Vinogradi from Croatia. There are more than 1000 producers over the world.

VINOLOK IS CHANGING THE WAY THE WORLD THINKS ABOUT CLOSURE

Vinolok has absolutely no impact on aroma and flavour and secure the stable conditions after bottling. Among the unique properties of the Vinolok closure belongs the ability to allow the wine to breathe and develop slowly.

Vinolok allows easy opening and re-closing the bottle. It is fully recyclable and offers amazing customization and endless design options. Possibility of adding your logo makes your product unforgettable – simply because consumers keep this closure as a souvenir.

Vinolok comes in 3 main product lines – Classic, Edge and Premium. To find out more information, visit vinolok.com. ♣



SAFE WINE PACKAGING

For many years we have been helping Czech, Slovak and sometimes Austrian and German winemakers, by collecting their wines and sending them on pallets to international wine competitions. This is one of the advantages of a joint approach - incomparably lower transport costs and simplified administration taken care of by those who can do it. How to properly pack wines for long transport? We walked this path ourselves, when we were looking for ways to safely transport wines to competitions in the USA, South Africa, Moldova, Israel and South Korea, while complying with local regulations on labeling, strength, recyclability, content of emitted substances, etc.



Ladislav Horčíčka

He has devoted his entire professional life to the development of ecological paper packaging. He graduated from the Institute of Chemical Technology in Pardubice in the field of printing and fiber composites. Since 1993, he has been developing his company Servisbal obaly s.r.o., which has become one of the top companies in the Czech Republic in the field of deliveries of packaging within 24 hours, while also offering specialized packaging solutions that save the costs throughout the entire logistics process.

We approached an experienced cardboard packaging designer, a court-appointed expert in the field of packaging, packaging technology and damage to goods due to defective packaging, who assesses whether the damage in the destroyed shipment was due to the carrier's inattention or improper packaging of fragile contents. We believe that the pictures clearly speak for themselves.

Then we will give the floor to one of the world's largest manufacturers of cardboard packaging. Nicki will inform you about trends and current technologies.

I'm a wine lover, I look forward to the wine I have ordered. I am happy when the parcel arrives in good condition and I can then look forward to spending a pleasant evening with friends and a glass of good wine.

I want to draw attention to the current topic of sending bottled wines from e-shops, which have been mushrooming. How to ensure that parcels reach customers safely and without damage through transport companies?

Hundreds of thousands of parcels are delivered by the post and shipping companies every day. **Next day delivery is commonly required and expected in Europe.** In order to be able to handle such a large number of them, most processes must take place automatically and on a large scale. This means that it is not possible to take into account the nature of the packaged goods when sorting the parcels in depots.

Different shipping companies have slightly different transport conditions but in general they all use similar types of transport and handling equipment. Each shipment - parcel will face a whole range of various risks during trans-

port. All parcels must withstand the same demanding shipping conditions. By treating these risks, we achieve the required security and prevent the content from breaking. Only a properly packaged parcel of glass wine bottles will pass through this „mill“ probably unharmed.

Quality wines are usually transported in glass bottles of various sizes and volumes.

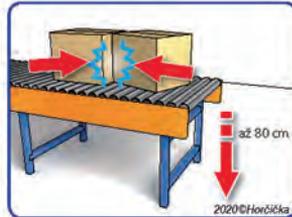
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Things will go wrong in any given situation, if you give them a chance; whatever can go wrong, will go wrong.

Edward Murphy



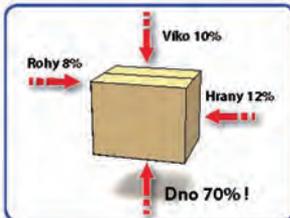
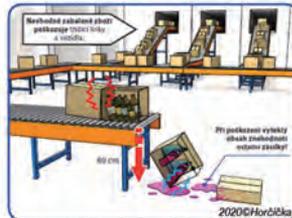
Resistance to the pressure of other load



Bumps and falls during handling



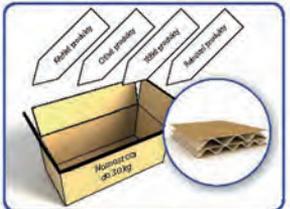
Vibrations release the fillina Automatic sorting lines do not treat packages with care



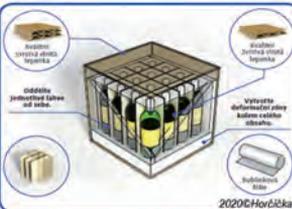
Risk of falling in percentages



Create buffer zones



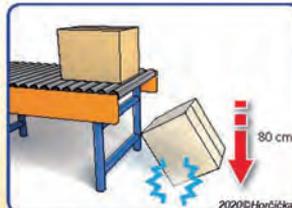
Quality five-layer cardboard



Separate the bottles from each other



Different types of fixing materials



Test of packaging by impact from height

Glass has specific properties suitable for quality wine but its fragility and undesirable mutual contact of bottles with each other is problematic for transport purposes.

So, what happens with your wine during transport?

Each shipment is handled at least 6 to 10 times. It will move along the following path: sender - warehouse - vehicle - transfer from one vehicle to another - depot - automatic sorting lines - vehicle - unloading - warehouse - courier vehicle - recipient.

Your shipment is likely to fall at least once during this process.

Therefore, the chosen packaging should be strong, compact and made of sufficiently high quality material. The most suitable transport packaging is boxes made of five-layer or of an exceptional, three-layer corrugated cardboard. Depending on the strength, stability and design, the most suitable packaging for 1, 2, 3, 4, 6 and more bottles can be selected.

To prevent the bottles from coming into contact with each other, we need to physically separate them with a corrugated cardboard grid, bubble wrap, liner or choose a suitable packaging design that separates the bottles from each other.

MAIN PRINCIPLES

The contents of the parcel must be properly packed for transport, taking

into account the value and nature of the goods, their characteristics and their sensitivity to transport. The parcel must be packed in such a way as to provide natural protection for the goods carried during normal handling in the transport network. The parcel must withstand transfers, manual handling, transport on roller conveyors and both static and dynamic stress in the stack of parcels on the loading area of vehicles. The shipment should be packed in a suitable shipping packaging and properly fixed.

How do we know that the packaging is of sufficient quality? Oh what a horror! We take the package and throw it from 80 cm on a solid floor - on the bottom, edges and corners. If both the packaging and contents pass this test, you have won! Did the bottle break? It was worth the feeling of security! And who says that there must be wine in it during the test...

The most modern trends in the field of wine packaging are the use of adhesive and tear-off tapes for boxes, which significantly speed up the process of packaging (no adhesive tape is needed) and unpacking at the customer's site. Another trend is maximally ecological packaging, made especially from recycled paper and cardboard with a significant reduction of all plastic elements.

If you understand all the usual risks the parcel with wine must withstand and adapt the quality of packaging, type of fixation and method of packaging to transport conditions, your reward will be satisfied customers, a minimum number of complaints and virtually no broken bottles of wine. ♣



Bag'n'boxes



**Herwin
Wichers**



**Smurfit
Kappa
Market
Development
Director,
Dublin,
Ireland**

Paperware

How can the „paperware“ make wines more attractive?

„When shipping via the online channel, the packaging can be a way to differentiate yourself as a brand when your products arrive in the consumers home.

Whether you wish to convey a sustainability messaging and perception by using brown packaging or whether your brand is premium and needs excellent printing, the eBottle portfolio has it all.

Within the Smurfit Kappa eBottle portfolio all solutions are sustainable: paper is renewable, recyclable and biodegradable. This is true for all designs in the portfolio. And all solutions in the eBottle portfolio have been tested up to the highest ISTA certification levels, ensuring a safe and undamaged arrival.“

What are new ways offered for packaging individual bottles and groups?

„As you can see with the eBottle portfolio, all kinds of different scenarios have been developed to fulfill any customer, and consumer, need including:

- Single bottle shipment
- Multi-bottle shipment
- Basic to premium
- Bag-in-Box



Any other topics concerning wine packaging that are yours too!

„Smurfit Kappa of course also supplies packaging solutions for the bricks and mortar channels: from regular boxes for shipment on pallets, to gift-packs and tubes up to display solutions for POS promotions and campaigns.“ ♣



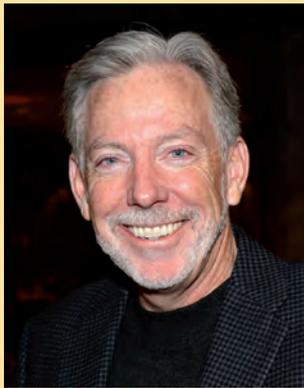
How to pack wines so that they survive transport in the online e-shop business without damage?

„All solutions in the eBottle portfolio have been tested up to the highest ISTA certification levels, ensuring a safe and undamaged arrival. This has been done in our in-house ISTA certified laboratory in The Netherlands. We are able to fully test and validate the customer's specific solutions for any e-shop channel there is, from customers shipping direct to their consumers and for customers using Amazon as a channel for sales.“

What development do you expect in the transportation and delivery of wine packages?

„There will be further optimization of materials usage, as well as a drive to more sustainable solutions. For wine packaging in the e-commerce channel, there is still quite a lot of use of plastic buffering in different forms and shapes. We will see this being replaced more and more by sustainable alternatives like paper based buffering materials and the designs created for our eBottle product range.“





David Pearson 

Dave managed for 16 years the iconic Opus One in St. Helena, Napa Valley. Now he is the Managing Director of Meadowood Estate which includes The Napa Valley Reserve, a private winery founded by Bill Harlan in 2003, with currently about 600 members. The Napa Valley Reserve provides club members with full access to the joys and excitement of winegrowing, allowing them to be involved with all of the stages of grapegrowing and winemaking, eventually making their own special wine blend. This is the ultimate opportunity to experience the artistry and the poetry of wine.

THERE ARE MANY CHALLENGES AND RISKS

I am very happy with my relationship with Lubos which stretches over practically all of my profession years in wine. One of my early and best experiences, in the early 1990's, was traveling to Vino Mikoluv at the behest of Finlandia and Alko Importers to consult on winemaking techniques. I was so impressed with the experience and enamored by the culture that I nearly accepted an offer to come work in Czechoslovakia at the time. The arrangement eventually was not possible due to the separation of the two countries. I wonder often how my life would have been different had the deal gone through and I had worked with Vino Mikulov...

I have been fortunate to have worked in many aspects of the wine industry – vineyard manager and winemaker, research manager in sensory evaluation, marketing manager, general manager and CEO. My career in wine began in 1984 when I graduated from UC Davis. The past forty years will be looked back upon as a glorious time for wine and spirits, not only in the US but also around the world. Wine production has exploded in the



US and globally. I will leave it to statisticians to find the numbers in gallons or litres. But, we have seen a wine world, formally dominated by European producers, evolve into a world where top quality wines are being produced everywhere: the US, Canada, South America, South Africa, Australia, New Zealand, the UK, and China. Our scientific knowledge of the vine, grapes, and wine has grown by leaps and bounds. We understand better than ever the physiological and biochemical aspects of managing viney-



ards and making wine. At the same time there is a balance between the technical aspects of wine production and the all-important artisanal approach. Every day wines, table wines, are of a higher and more regular quality than ever before. And, at the same time, the world is producing some of the finest wines ever produced. Moreover the appreciation of wine as an essential element of the gracious way of living; wine as a part of family meals; wine as culture and wine as an art; wine as sustainable agriculture; all have grown in appreciation among cultures around the world. I have felt, and still feel, that the past four decades will be looked back upon as a golden era.

That said, there are many challenges and risks to our industry and to the appreciation of wine and wine consumption that are emerging on the horizon.

We must recognize those elements of wine which are constant and fundamental, while clearly seeing what is evolving and changing.

With regard to grape growing and vineyards, we must all assess and respond to the impact of global climate change. The changes are affecting our temperature cycles through the growing season and, very importantly, the amount and timing of rainfall in winegrowing regions everywhere. Our growing seasons will be more varied and extreme leading to periods

of over production followed by underproduction. Many wine regions are suffering through rampant fire seasons. We need to continue to share gained knowledge in plant pathology and vineyard management. And, we have to be prepared to change our practices which can include replanting rootstock and clone selections, irrigation techniques. We must continue to prioritize sustainability through balance and environmental sensitivity.

From a winery management perspective, managers need to ensure that their business is flexible and able to rapidly pivot with changing market conditions. They need to pay more attention to our customers and their changing styles and preferences.

The Wine Industry as a whole needs to focus together on the following goals:

- Reassert the overall sustainable nature of winegrowing and the benefits of moderate consumption of wine.
- Fight for tariff-free global trade conditions. Our industry is globally and locally more healthy when we can trade freely and openly.
- Continue to work on the liberalization of wine regulations in local markets.

Is the future of the wine business digital, on internet?

In part, yes, absolutely. The wine business is fundamentally about relationships and shared



experiences. While nothing will replace the personal and direct relationship and shared experience, it is clear that people have been, and will continue, to form relationships and share experiences across the internet and through social media channels. Wine is storytelling and stories are being told every day on the internet. So, it is absolutely essential that the wine industry find its place in the digital world. In addition to this, we are seeing around the world consumers becoming open to purchasing wine through digital channels. The direct on-line channels afford convenience and customability – two key factors for consumers. On-line business in the wine world has been relatively slow to develop because many wine consumers prefer to purchase on the personal advice of a trusted retailer or friend. But the flood gates are breaking, technology is surging, and the future will present many on-line vehicles to purchase wine directly and to have it delivered to your home. All of that said, the on-line business must not take

the soul, personality and individuality... the poetry... out of the wine business. The wine business will always be about connecting, sharing and storytelling with families and friends.

Wine and gastronomy will always go hand in hand together. The customer is becoming more interested in authenticity, purity, and honesty. They are focused on wellbeing and health. They want to know where their food and wine come from, who produced it, and why it is special. They want to have an experience that has value and meaning. And, when they do have that experience... they will remember it for a lifetime and come back for more. I am less interested in packaging, myself. But, there is no question that in this time of change and evolution packaging can evolve away from traditional bottles and presentations to something that reflects more modern directions and styles. Factory packed one or two portions... do not resonate with me in providing authentic products to be shared. I think that's why the aluminum single-serving

package of wine has not succeeded broadly.

I am extremely proud of the 16 years that I spent at Opus One. If I did anything during that time, it is that I allowed all the incredible people that work at Opus One to achieve at

their highest level, and to have us all work toward one common goal as a team... as a family. Also, the only thing that really matters is the quality of our relationships. And, during the time at Opus One I had the honor and pleasure of making very close friends with people – consumers and trade – all around the world. There is nothing better. I am currently working with Bill Harlan and his family. They have committed themselves to these values and goals with their winegrowing and businesses. They have worked tirelessly to establish vineyards that reflect and express the uniqueness of the Napa Valley and the terroirs of their vineyards. They produce wines of the highest quality – considered by many to be on a par with the greatest wines of the world - and with the goal of creating a family business that will endure for generations to come. They understand that wine is art and that one of the great pleasures in life is to share. ♣



BRINGING WINE TO THE RIGHT PLACE



”

All he needed was
a wheel in his hand
and eighteen on the road.

Jack Kerouac

TRANSPORTATION & DELIVERY



Alana & Greg Martinez

They are both veterans of the U.S. Air Force. Greg retired after 21 years serving as a Cruise Missile Maintainer and Flight Chief. Alana served eleven years in the ICBM Missile Operations carrier field. She then changed to the wine industry and has worked as an Enologist and Assistant Winemaker. She is currently the Assistant Winemaker at Longhorn Cellars in Fredericksburg, Texas. Alana is also an International Wine Judge.

Why it is Easier to Make Wine than Ship it?

How do you ship wine in the United States? The answer to that question is more complicated than making the wine itself! There are Federal laws that apply to all 50 States within the U.S., and then there are State laws for each of the 50 States, which vary drastically. Additionally, there are separate rules for shipping wine within a state, and shipping wines between states. The rules and laws get so complicated that the UPS websites' article on the subject recommends shippers to consult an attorney for legal advice.

So, what are the legal ways to ship wine? First, an entity must have a license to ship wine. These entities include wineries, distributors, and retailers. Next, the laws must be reviewed for shipment within a state or out-of-state. Some states do not allow a winery or retailer to ship direct to a consumer's home, and only allow shipping between entities with licenses; like the state of Alabama for example. Other states allow both in and out-of-state shipments from a winery and/or retailer, whi-

le other states prohibit this type of shipment or limit the number of cases or gallons that can be sent from one licensed entity to each household and/or individual. For instance, in Connecticut, a winery can only ship up to five gallons of wine within any two-month period to an individual person. Whereas, in Louisiana, they stipulate the limit based on the number of adults per household, and the limit is no more than twelve cases of wine per adult person per household address per calendar year. In Delaware it's even more restrictive – direct shippers must send wine first to a Delaware wholesaler, who in-turn sends it to a Delaware off-premises retail license holder, who can then deliver the wine to the consumer, in accordance with Delaware's regulations.

As you can see – it get's pretty complicated! After all the specific shipping laws are understood, there is still the matter of permits for out-of-state shipping to certain states. Each entity with a license to ship wine may also need to obtain a permit for each state they desire to ship to consumers' homes. Some states

do not require this additional permit on top of holding a federal and out-of-state license. Of course, these permits carry fees and require renewals, taxes, and are subject to audits.

For a very in-depth explanation of each State's statutes for direct shipment of wine to consumers, visit the National Conference of State Legislatures' website here: <https://www.ncsl.org/research/financial-services-and-commerce/direct-shipment-of-alcohol-state-statutes.aspx>. The Wine Institute has put together a user-friendly website with a map of the U.S. and links to each States' specific rules using common language (easier to understand than legal jargon): <https://wineinstitute.com/practices-and-procedures/compliance/certificates-of-shipment/state-map/>.



After all of the red tape is stripped away, you still have the matter of physically shipping the wine. Shipping companies have specific requirements on the packaging and containers that can be used to ship alcohol. Which also require specific statements on the outside of the box to indicate the contents of the box is alcohol and must be signed for by a person verified to be 21 years of age or older upon delivery. So alcohol cannot be left



at a doorstep like most packages. On top of signing requirements, you also must be very aware of the weather and temperature conditions the package will encounter on its route. Most shipping trucks are not refrigerated, so certain months of the year are prohibitive for shipping wine that would be ruined if exposed to 75-100°F (24-38°C) for a day or two or longer. Within the U.S., FedEx, UPS, and DHL are shipping companies authorized to ship alcohol. Even the U.S. Postal Service, the Federal mail system, is not authorized to ship alcohol.

How does a small winery afford to ship their wine to all 50 States? It's not cheap to maintain the ability to ship Nation wide.

One solution to this problem is the development of fulfillment companies. These businesses obtain the necessary permits and licenses and usually have large warehouse spaces for storing pallets of wine to prepare shipments throughout the country. Small and medium-sized wineries can send their pallets of wine to these fulfillment companies and set



Vinsekt Michlovský, Rakvice, CZ

up websites for online ordering to many States within the U.S. These fulfillment companies can handle the logistics of shipping wine for monthly/quarterly wine club shipments along with all wine orders requiring shipping.

Sounds like a great solution, right? But one State is looking to ban these types of companies from shipping direct to the consumer's home within their borders. Tennessee has a Bill going through Legislature right now that would ban fulfillment houses from shipping to consumers' houses on-behalf of individual wineries. Why all the rules? Many of the laws in

place right now are remnants of the post-prohibition era. The 21st Amendment to the U.S. Constitution passed by Congress in February 1933, repealed Prohibition, which was established by the 18th Amendment. The 21st Amendment also established the right for states to create laws governing the sale, possession, and delivery of alcohol. During the wake of Prohibition, not all states, or even counties within a state, immediately allowed alcohol consumption and sale. This led to a very diverse terrain of laws that could change drastically just a mile away across the county line.

Shipping wine or any other alcohol from a winery to a consumer within the U.S. is a complicated process with Federal and State laws that vary drastically within the 50 states. This is an area that is governed by politics and tax collections. And it is an area that needs to be improved in the coming years to make it easier for all businesses to thrive in a hopefully growing wine industry. ♣



FOLLOW Christopher Columbus



Have you thought of trying to export your wines to the United States or Canada? That a strong minority from your country lives there? Germans in Texas, Czechs in Chicago and Toronto, Italians in Little Italy, Greeks in Florida, French in Quebec and Jews everywhere?

Unfortunately, the United States missed the boat and partially froze in times of prohibition. As you may have read, this affects both domestic transport and foreign trade. Canada has its provincial monopolies, which are the only ones allowed to sell alcohol in the network of their stores. And then direct producers directly in the wineries.

However, you can still get there.

Here's a quick guide on how to do it.

To import wine into the United States, you must first find an agent with a license to handle alcohol. America distinguishes wines and other alcoholic beverages into categories up to 14% vol., over 14% vol. and then high-

-percentage spirits and liquors. Licenses vary accordingly.

You must register with the FDA (U.S. Food and Drug Administration) as a non-US manufacturer. I have a lot of experience with this and this is my advice - ask your agent for help!

First you have to register - similarly to a very curious e-shop - and then fill out a multi-page form. <https://www.access.fda.gov/oa/createNewAccountflow.htm?execution=e2s1>.



Filling in the form for the first time is quite difficult. And your agent has to confirm it for you anyway.

You will then sign up for the counter-terrorism act and receive your FDA registration by email almost immediately after your agent confirms it to the FDA. The first step is behind you.

Be careful where you fill in your application! Just like in the case of the ESTA form, there are „helpers“ whose pages are almost identical with those of the FDA and paid search engines even show them in the top positions of the search results. FDA registration is free. The „helper“ will charge \$500 for it!



In the header of the webpage is written: **„An official website of the United States government“**. And watch out for one more thing. You must periodically renew this registration within the maximum period of two years but recently the period has become even shorter. Otherwise, your password will expire and you will not be able to access your site. You can do it yourself with a few clicks and within a minute, the „helper“ charges \$200.

The world around us is changing rapidly; many believe we will see more changes in the food system over the next 10 years than we have in decades. The challenges that have arisen during the COVID-19 pandemic have accelerated the need for actions called for in the blueprint, especially in times of crisis.

Foods are being reformulated; there are new foods, new production methods, and new delivery methods; and the system is becoming increasingly digitized. To keep pace with this evolution, FDA is taking a new approach to

“ By prevailing over all obstacles and distractions, one may unfailingly arrive at his chosen goal or destination..

*Christopher Columbus
(Cristoforo Colombo*

food safety, leveraging technology and other tools to create a safer and more digital, traceable food system. Smarter food safety is about more than just technology. It’s also about simpler, more effective, and modern approaches and processes. It’s about leadership, creativity, and culture. The Commissioner of Food and Drugs Dr. Stephen M. Hahn will introduce the principles of the new system to you on the next pages.

Your agent or importer is a person necessary for dealing with customs authorities. Before you ship a pallet or container, you must complete a **PRIOR NOTICE on your FDA website**, announcing

exactly what goods are traveling to the United States, in what categories and by what means of transportation — you must enclose a Freight List and indicate the exact time it should land.

Without this Prior Notice, customs will not release the goods to you. When goods arrive at the



port of call, your agent or importer must take care of a lot of things and pay a lot of money for duties and taxes. After completing all of this, they will take the wines to their warehouse and half the victory is yours.

The USA separates the various stages of foreign and domestic trade.

You would be really lucky to have your agent and importer who is also a distributor that has the necessary license. You can have several distributors, ideally one for each state. Of course, you don't have to start with all fifty of them right away!

You have to find them yourself or through your agent, then you have to agree on the terms of business, prices, maturities and what is important at the beginning - you have to agree on the form and scope of sales support. How else do you want to address the new market without advertising, PR, POS events, tastings and activities on social networks?

Surely each state has its own „Parker“, to whom the wines need to be sent for tasting and a description. It works, although it is sometimes quite expensive. You can't buy their positive evaluation, you just buy their time.

The distributor's role is to deliver your wines to shops and restaurants or to other retailers, such as online malls.

At the right time, you must be able to play the „Show Your Face“ game. You will simply come to the USA for two weeks and make your business partners, journalists, owners of restaurants and shops and representatives of national expat organizations get familiar with your wine and brand.

Don't expect to get back the costs of the first container. On the contrary, it will cost you a lot of money. However, on the second container, you could already break even and you could make your first profit on the third one.

In Canada, it's seemingly easier.

Once read a quote that the easiest way to become a member of the Wimbledon Lawn Tennis Club is to win a Wimbledon tournament.

It's similar in Canada. The most important

Canadian wine competition, Sélections Mondiales des Vins in Quebec, is sponsored by the monopoly of the Québec province - SAQ (Société des alcools du Québec). Wines that win a big gold medal are listed in SAQ as part of the prize! And this is a very prestigious club!

If you find this path too difficult, you must find an agent again. The agent's role is even more important than in the USA and almost all wines supplied to SAQ are supplied by agents, with the exception of only large multinational companies. However, it also has a number of risks. SAQ expects your wines to sell and it also makes a good promo for them. If not, your contract will be terminated. And not just that, read the contract with the monopoly and the agent thoroughly. They expect to make some profit on your wines - and if they don't, they will bill you. If so, you can continue and you will be invited to submit your offer twice a year.

For more detailed information visit:

https://www.saq-b2b.com/wx/en/memberszone.presentation.static_pages_display_prep/policy_standard/nm/tabfournisseurs



for Québec SAQ and

<https://www.doingbusinesswithlcbo.com/content/dbwl/en/basepage/home/new-supplier-agent/LCBOProductSubmission.html> **for Ontario LCBO** (Liquor Control Board of Ontario)



LCBO does not have any such competition.

SAQ and LCBO stores are well equipped, they are everywhere and they have long opening hours. Although getting in them is difficult, it is not impossible. It's like an ISO or a kosher hechsher רשקה prior approval. It takes a lot of effort to fulfill everything and work your way to it. However, once you know how to do it and follow all requirements, your life will become normal again, maybe even better. ♣



Stephen M. Hahn

Dr. Stephen M. Hahn served as the 24th Commissioner of Food and Drugs from December 17, 2019 to January 20, 2021.

Dr. Hahn is a physician, scientist and health care leader with an extensive background in patient care, academic research and executive leadership.

Blueprint for a New Era

From our experiences with the pandemic and the lessons we have been learning as part of the FDA's response to it – just how essential the actions outlined in this blueprint are and, if anything, that they are more important now, than ever.



Whatever theoretical or aspirational aspects there were to this blueprint before the pandemic, those have been propelled into concrete and essential action plans. I'll explain what I mean as I get into the details of just how we will be leveraging new technologies and approaches to create a more digital, transparent and safer food system.

I want to point out that food safety was high on my radar even before I'd come to the FDA. I'd heard about the New Era of Smarter Food Safety initiative and, upon arrival at the Agency, it was one of the first things I wanted to learn more about. That's in part because it se-

emed to align closely with the core values that have guided me in my work as a medical and public health professional: to apply the best medical science and most rigorous data to the work; to promote integrity and transparency; and to advance innovation and discovery.

BUILDING ON FSMA

The blueprint, which is being posted on FDA.gov, outlines a path forward that builds on the work the FDA has already done through implementation of the FDA Food Safety Modernization Act (or FSMA).

As you know, FSMA has been a centerpiece of our work to help ensure food safety and prevent foodborne illnesses through the use of science and risk-based standards. The authority granted by FSMA enables a flexible framework that is adaptable to the changing food environment as science and technologies evolve.

The blueprint we release today represents the next stage in this process - a commitment we are making to the American people that we will work as fast and effectively as we can, as fast and effectively as we can, to help ensure that we have the safest food system in the world.

And we'll do this in part by incorporating the use of the most modern technologies that

are already in use in society and the business sector.

Some of this innovation is already creating a revolution in food production, supply, and delivery.

These developments offer great opportunity, but also pose many challenges, some of which are complicated by an increasingly complex global supply chain.

I want to note that while the New Era has a strong emphasis in the application of new technology, it's not just about technology. It's about using that technology to build and put in place more effective approaches and processes.

ENHANCED TRACEABILITY

I'd like to spend a few minutes going over the core elements of the blueprint.

The first is tech-enabled traceability. This is one of those areas that we've learned during the pandemic has utility beyond our response to outbreaks of foodborne illness.

One of the challenges we've faced over the years is recurring outbreaks of illnesses associated with the consumption of certain foods. What this daunting problem underscores is the critical importance of the FDA working with industry so that we can rapidly trace a contaminated food to its source. And when I say rapidly, I mean minutes, not days, weeks, or even longer.

We want to explore ways to encourage companies to adopt tracing technologies and also to harmonize efforts to follow food from farm to table. We should strive to speak the same language, by espousing similar data standards across government and industry for tracking and tracing a food product.

During the pandemic we realized that widespread traceability provides greater supply chain visibility. This, in turn, can help the FDA and the food industry anticipate the kind of imbalances in the marketplace that led to temporary shortages of certain commodities and created food waste when producers lost

customers because restaurants, schools, and other sites temporarily closed.

In addition, enhanced traceability, coupled with advanced analytical tools, could help us spot potential problems in advance and help us prevent or lessen their impact.

SMARTER TOOLS AND APPROACHES FOR PREVENTION AND OUTBREAK RESPONSE

A second core element of the blueprint involves our ability to draw on the power of new data streams.

One of our most important resources we have today lies in our ability to unleash the power of data. We intend to do everything we can to attain better quality data, conduct a more meaningful analysis of it, and to transform streams of data into more meaningful, strategic, and prevention-oriented actions.

The plans embraced by the blueprint include strengthening our procedures and protocols for conducting the root cause analyses that can identify how a food became contaminated and inform our understanding of how to help prevent that from happening again.

The need for greater traceability and predictive analytics can be seen in our most recent efforts to improve the safety of romaine lettuce and other leafy greens, which have too often been implicated in outbreaks of Shiga-toxin producing *E. coli* (STEC) infections.

The repeat nature of these outbreaks illustrates the importance of achieving end-to-end traceability and of maximizing the effectiveness of root cause analyses.

Another example of the kinds of new tools we're developing for prevention can be seen in a pilot program we're conducting that will leverage artificial intelligence (AI) and machine learning to strengthen the agency's review of imported foods at ports of entry to help ensure that they meet U.S. food safety standards.

A proof of concept application of AI and machine learning models to historical shipment data indicates that we can expect very promi-



sing results from this pilot.

Imagine having a tool that expedites the clearance of legitimate, compliant shipments and improves by 300 percent our ability to know which shipping container to examine because that container is more likely to have violative products. It would save an immense amount of time, and potentially lives.

NEW BUSINESS MODELS AND RETAIL MODERNIZATION

We're also taking a look at new business models for the production and delivery of food.

In recent years, groceries and meals have increasingly been ordered online and delivered directly to our homes. In the past few months, however, as consumers have heeded stay-at-home recommendations and ordered their food online from restaurants and supermarkets, this trend has skyrocketed.

We must help ensure that as these foods travel to our front doors, they continue to be safe for consumers. That concept is important at any time, but COVID-19 has accelerated the need to establish best practices and an industry standard of care in this area.

New business models include novel ways of producing foods and ingredients, such as cell-cultured food products, and we plan to take a close look at these. We intend to ensure that as

food technology evolves, our oversight evolves along with it, to help ensure food safety.

As we look at these business models of the future, we will also be working to help modernize food safety at restaurants and other retail food outlets, which are one of the more frequently cited locations associated with outbreaks of foodborne illness.

FDA research shows the importance of supporting practices in retail establishments known to reduce the risk of food contamination, such as proper handwashing and storing foods at the right temperature. We're committed to exploring new approaches of food safety that go beyond traditional training and inspection.

Many restaurants and other retail outlets have had to temporarily close or change the way they do business during the pandemic. As they start back up and get their bearings, we intend to engage with the retail food industry and our partners in state government to help change practices, including a greater focus on how we motivate behavior changes by retail workers.

We'll also encourage and explore the use of new digital tools that will support food safety practices.

A NEW CULTURE OF FOOD SAFETY

Finally, the blueprint involves a focus on fostering the growth of and strengthening the food safety culture on farms and in food facilities all over the world.

The importance of having a safety culture is something very familiar to me as the administrator of a medical center, as this is a central tenet in efforts to protect hospital patients.

The pandemic has given us a new perspective on what we mean by food safety culture.

We still believe that to make dramatic reductions in foodborne disease we must do more to influence and change human behavior, as well as to address how employees think about food safety, and how they demonstrate their commitment to this as part of their jobs.

But a strong culture of food safety involves more than this. It's also about keeping those food workers safe and about educating consumers, who are cooking more at home these days, on safe food handling practices.

We're not just encouraging the food industry to make changes; we're looking within our ranks to see how we can approach these issues differently to better support and advance each of these priority areas.

TAPESTRY OF WISDOM

When I asked Deputy Commissioner Yiannas early on in my tenure about how this blueprint first began to come together, I was impressed to learn that literally hundreds of people were directly involved in its creation.

Not only did the FDA's leadership work closely on this; their staffs participated in a series of brainstorming sessions on how to make the New Era a reality.

They also held a public meeting in which more than 1,500 stakeholders participated or submitted comments via the Federal Register.

This broad input, representing the expertise of food safety experts, the food industry, tech companies, and public health officials from all over the world, led to the development of short- and long-term strategies that we will continue to explore and seek to execute over the next decade.

As I hope you can grasp, I am very excited about the New Era of Smarter Food Safety, the potential it offers, and I look forward to helping advance it to the next stages.

I know that my colleagues at the FDA will be working as quickly and efficiently as possible, and I call on the food industry to do the same. As this work goes forward, we want to hear from you, to ensure that this process remains transparent and collaborative.

That is why we plan to keep you posted on our plans and progress. And, right now, I want to give you two ways you can easily do this.

Please type in on your computer, phone, or other device the following URL www.fda.gov/smarterfoodsafety.

gov/smarterfoodsafety. Once you do that, click on the link for e-mail updates. This will ensure that you don't miss any developments as we move forward.



Even more important, I encourage you to go online and read the entire blueprint. And please read it with the understanding that it is a work in progress that requires your input.

As I mentioned at the outset, we know from our experience during the pandemic that the blueprint involves ideas whose time has come. Implementing them will strengthen our ability to protect the food supply in good times and bad. And it will allow us to change as our world changes and the challenges and opportunities of food technology evolve.

But with all this change, I want to assure you that there's one thing that will remain consistent and unchanged, and that's our steadfast commitment to protect the American public.

The new system should not be more complicated, but it should be much safer and more reliable.

We look forward to working with all of you to achieve that important goal. ♣

*Vineyard „Under the Chappel,”
Moravia, Czech Republic*

”

Behold the rain
which descends from
heaven upon our vineyards;
there it enters the roots of the
vines, to be changed into wine;
a constant proof that God loves
us, and loves to see us happy.

Benjamin Franklin





Ido Lewinsohn MW 

head winemaker of Barkan-Segal, the Israel's largest winery, and owner-winemaker of Lewinsohn Winery, one of the leading boutique wineries in Israel. Ido studied viticulture and enology in Milan, and gained experience at different wineries in Tuscany, Languedoc, the Rhône Valley and Tasmania. He interned at San Guido's Sassicaia, a great name in wine, and also worked a harvest at Margalit Winery in Israel. His Recanati Wild Carignan sums everything up. When Barkan's veteran winemaker Ed Salzberg retired, Ido was head-hunted and became head winemaker of this 13-million bottle winery in 2017.

ISRAEL

Kosher wines are made both for the observant and the non-observant Jews, and any other wine consumer out there as a matter of fact. What makes a wine Kosher is the production process that follow certain ancient rules, such as the exclusion to work on Shabbat (Saturday) which is sacred for the Kosher Jews.

The vast majority of wine made in Israel is indeed Kosher; Observant Jews will only drink Kosher wines while non-observant Jews (such as myself) pay little, or no attention at all to the „Kosherness“ of the wines they are consuming.

COVID-19 have caused a lot of damage to the local industry, mainly in the HORECA sector. However, even COVID-19 brings some opportunities along.

Some small wineries such as Vitkin, Sphera and Amphorea, prestigious small operations started offering alternative experiences in their tasting rooms, mainly through picnic



900 m altitude vineyard at Golan Heights



The Barkan Winery, photo Elican Avital

baskets or other „take away“ offers. These last two wineries are non-kosher, and their Saturday offerings attracted many wine lovers and foodies that cannot travel abroad to their weekend tastings.

Others, large wineries such as Barkan – Segal, Israel's largest operation have closed their cellar door over a year ago since the tastings are hosted indoors and were not permitted under the current COVID-19 restrictions.

And what about imports? It is the policy of the Government of Israel to adopt international standards whenever possible, and to implement mandatory standards related to safety, health, and the environment. In practice, however, many products are still subject to mandatory standards that could have been designed to favour domestic producers over importers.

Alcoholic beverages containing more than 15,5% vol. alcohol require a warning label.



Ido Lewinsohn hosting Czech lawyers.

The regulation specifies that wine and spirits having an alcohol content in excess of 15,5% display the following text: **Warning: Excessive consumption of alcohol is life threatening and is detrimental to health!** For products with an alcohol content less than 15,5%, the following label must appear:

Archaeological excavations near Jerusalem have uncovered the „field winery“ of the Roman legions. It was perfectly thought out and it made quality wines for officers as well as ordinary wines for plebs from the same grapes.

Warning: Contains alcohol - it is recommended to refrain from excessive consumption.

Kosher certifications exist in the food business too, but here as well, many excellent Tel Aviv non-kosher restaurants and wine bars like Basta or Dok offered wine take-aways, and even wine stores as the recent top-selection Bosser wines are now offering special thematic wine case for home delivery, such as their global Syrah whole clusters selection.

Kosher certification is not a legal requirement for importing food into Israel, except for meat and meat products. However, non-kosher products have a much smaller market, as most supermarkets and hotels refuse to carry them. Though in recent years there has been an increase in demand for non-kosher foods, especially from immigrants from the former Soviet Union.

These creative alternative offerings give the local wine industry the opportunity to expose the thirsty consumers to new origins, varieties, and wine styles in their own cosy homes.

Kosher or not, Tel Aviv, Jerusalem or in the vineyards of the Galilee, we all hope to see you soon to discuss, taste and explore together in person our local products in much better times. ♣



Israeli vineyards on Golan Heights in the UN controlled demilitarized buffer zone between Israel and Syria. On the horizon is visible Damascus.







Subhash Arora



Subhash is a pioneer of the wine culture in the endless Indian subcontinent. He founded and runs in New Delhi the Indian Wine Academy, where he teaches knowledge important to consumers and wine connoisseurs. He publishes the online magazine Delwine, which is a quality source of information for Indian wine lovers and for the entire world about Indian wines. He contributes to international wine magazines. Subhash is a popular international judge.

INDIA IS THIRSTY, BUT..

India is a big market, unfortunately, with only a shallow wine tradition. Your institute is doing a lot in education. Let the world know more!

Indian Wine Academy and I have been trying to educate people through our eNewsletter “delWine” where we give India-centric current news and information about wines (873 editions so far!). We help various wine clubs across India to propagate wines; I organize several wine dinners and masterclasses (I organized 300 events for Delhi Wine Club alone, which I founded in 2002). We do not limit ourselves to wines from a particular country though we founded Indian Wine Day in 2017 on November 16 to popularise Indian wines. We have also been celebrating women in the industry and have instituted a Recognition as Top Ten Women of Wine in India Award since 2013.

We mentor people and guide them to wine courses in India and overseas. We organize multiple wine appreciation evenings with diverse groups, including ladies, to educate them about wine in an informal atmosphere. We even offer consultancy to overseas producers about doing business in India and sometimes help them in sourcing importers/distributors.

Which styles are welcomed? How will the Indian wine/alcohol market evolve to meet consumer needs in 2021 - 2024?

Indians generally prefer younger and fruitier wines. Novices prefer slightly sweeter styles—particularly as such wines pair better with the spicy Indian food. We need to entice the huge population of liquor drinkers (consuming over 600 million liquor and beer cases) to at least add wine in their portfolio with food.

Surprisingly, despite our generally warm weather, people still prefer red wines because of their health benefits. I believe sparkling and rosé wines will sell better though sweet dessert wines are still not fancied and will not be. It’s the same with fortified wines though there has been a good demand for the cheap ones like Goan Port.

What if some good wineries from Europe, traditional countries at the foot of Caucasus (Georgia, Armenia) or South America will try to sell wine on the Indian market?

They have to compete with the most prominent imported brand, Jacobs Creek from Pernod Ricard. Unfortunately, people are not generally aware about the quality and historical background, and the 2,500 years of history of wines from Georgia, Armenia, and Moldova. Concerted efforts are needed to disseminate such information and with limited financial resources, perhaps they need to pool resources and organize marketing campaigns in significant cities.

Being a family winery owner, would you try to conquer the Indian market?

Sula Vineyards is the leading importer in India, followed by Grover Vineyards, a family winery but used a lot of private equity funds. Fratelli is primarily a family-owned winery with 3 families owning it. They are quite aggressive and hope to conquer the Indian market. But the road is extremely tough.

Every 2nd bottle of whisky will be sold in India this year. Can you compare this statistical fact with wine consumption?

Indians have been drinking alcohol for centuries. In fact, we are known to have imbibed wine (in some fermented juice form) for over 5000 years. It is virtually unknown that we used to also make wine till the 1880's when phylloxera hit and destroyed our vineyards and the British rulers at that time did not encourage the replanting of the industry and it practically died with resurgence starting in small numbers in the 1960's with the production of wine as we know it broadly, starting in the late 1980's and early 1990's.

The first quantum jump was taken in 2001 when the State of Maharashtra where table grapes have been grown and exported for decades- India is the 8th largest producer of grapes in the world. Import of wines was freely allowed in 2002, thus opening the channel for foreign wines.

With current consumption of about 4.5 million cases, it is still insignificant though the growth has been around 15% every year. But it is still at less than 2% of the total liquor consumption.

Will the focus of the wine trade move to virtual e-shops? Will there be new types of businesses that will offer wine in different ways than in the past?

Unfortunately, every State's government has been vehemently opposing online sales and even wine discounting in many States. Advertising of alcoholic products is not allo-

wed anyway. But it is a fact that the industry survived in most States due to e-Commerce and online sales and home delivery, which is still frowned upon.

The industry would love to move to virtual e-shops, and one hopes after the pandemic, it would take a more pragmatic view and allow such sales under the government rules. The wineries should be allowed direct selling to their wine club members to help facilitate the availability of wine, this is crucial to enable sales.

Wine Clubs are not allowed to sell wine. There is a faint possibility that they might be allowed to sell, this will help them educate and sell at the same time - for example, the Wine Society in UK is doing an excellent job. But this is unthinkable in India.

Supermarkets sell wines but not in all states. Delhi does not allow it.

Wine in Cans is the latest packaging concept started barely 2 years ago - 3 wineries are already using it. A cascading effect will soon start as the market picks up.

India also produces and even exports its wines!

The majority of wine production, however, is concentrated in two south Indian states, Maharashtra and Karnataka at 2500 hectares.

Inspired by the increasing global interest in Indian wines, especially in UK, a new start-up called "Wines in India" has been floated by Chris Holland, Mayank Gupta and Nilesh Kamble with the stated objective of importing wines exclusively from India. The initial Indian wine portfolio focuses on six producers from the Nashik region - Charosa, Fratelli, Vallonne, York, Reveilo, and Good Drop Wine Cellars. Mysteriously missing are two of the top and the oldest producers Sula and Grover - perhaps because they already have well-established exclusive distribution in the UK market and could not legally entertain a new importer even if they wanted to. ♣



Tommy Keeling 

He is talented and knowledgeable professional combining scientific training, solid research and analytical ability, and excellent language skills. Native English speaker with international background and outlook, fluent in Spanish, French and Mandarin Chinese. Highly adaptable and versatile, at ease with technology, a good communicator with a proven ability to excel in any environment.

How to Tap into Asia-Pacific’s Beverage Alcohol Opportunities

IWSR’s Asia-Pacific Research Director, Tommy Keeling, answers IWSR’s Ask Me Anything questions and tells about the impact of Covid-19 on market trends, innovation, and why the region has strong potential for future RTD growth. The full interview can be read at <https://theiwsr.com>.

In New Zealand and Australia, apart from Rose, Lo & No, Hard Seltzers and Prosecco what are the next trends emerging for still and sparkling wine?

There is a general trend in New Zealand and Australia towards premium wines, imported wines and towards certain varietals. Pinot Noir is growing in New Zealand. In Australia, there is a shift away from GSM (Grenache Syrah Mourvedre) towards Shiraz and Cabernet Sauvignon. Pinot Grigio is doing well in both markets, as part of the light and fresh trend. Another area to watch is new innovative pac-

kaging and smaller, more convenient formats such as cans, pouches, smaller bottles. Portable packaging is well-suited to the popular outdoor consumption occasion.

In Australia and New Zealand, the trends lean towards light and fresh drinks, high quality, provenance, authenticity, health, and environmental sustainability. A brand that can satisfy these criteria has a good chance of success.

What has been the influence of Covid-19 and the economic crisis on local consumer habits?



Vin Jiolis vineyard in Inner Mongolia, China

South Korea and Taiwan, which have kept local infections low enough to avoid a major shutdown have seen relatively little change, whereas Japan saw a marked shift towards more at-home drinking. Japan has experienced fairly severe declines in the on-trade and already has a relatively strong at-home drinking culture. This shift has benefited categories that are more suited to at-home consumption. Categories that are more on-trade-focused such as Champagne, premium wine, and sake have been more negatively impacted.

In China, the lockdown was extremely severe, which caused a rise in at-home consumption, but it was short-lived, and life has largely returned to normal as the on-trade has reopened fairly unscathed.

Are you seeing a swing towards „local“ beverage alcohol brands and products in Australia? If so, is this more pronounced in any particular category?

Yes, there is an extraordinarily strong trend towards local products that use local ingredients where they can. This trend has been most pronounced in beer, with the craft beer trend and in some spirits categories, especially gin, where local craft producers have boomed in the last 10 years. In 2014 local gins held around 8% of the gin market in Australia, growing to around 15% in 2019 and we expect local gins to continue taking bigger share of the growing gin market over the next five years.

There is also an emerging local whisky segment, based mainly in Tasmania, where the climate is most suitable for wood aging. There we can also expect brandies and eau-de-vie to grow in coming years. In the last year, the trend for local products has spread to RTDs with a proliferation of local, independent RTD brands, including many hard seltzers and also hard kombuchas and hard ginger.

Are you seeing a surge in the RTD segment (hard seltzers, low ABV meads, and wine coolers) in Asia-Pacific?

Japan is by far the largest RTD market in Asia Pacific and continues to grow strongly, even in 2020 we are expecting full year growth versus 2019 to be just under 7%. Most RTDs consumed in Japan contain low amounts of sugar or are sugar-free, similar to many hard seltzer offerings, though they are not categorised as hard seltzers. Despite the low sugar content, they can be relatively high in ABV.

In Australia, the second largest RTD market in Asia-Pacific, hard seltzers are just arriving and have the potential to succeed as they tap into current trends that resonate with consumers, such as health and wellness, concern for the environment and the trend for light and refreshing drinks. There has also been some movement with wine-coolers and spritzers in Australia though they remain small.

China has huge potential for RTDs but poses a quite different set of challenges, especially from low-priced competition and copycat brands. Strong branding and a USP that can't be easily copied, such as use of an established foreign spirit, would help. If they are to succeed, taste and wellness cues are likely to be the main drivers. Hard seltzers offer a light, refreshing style that is likely to be popular with younger LPA people, especially women looking for an alternative to beer. Younger LPA consumers are increasingly health-conscious and concerned about alcohol and sugar intake. A low-alcohol, zero-sugar drink could play well in some quarters. There is also virtually no limit to the variety of flavours that can be offered, which will help maintain interest.

Japan is alluring because of its sheer size but it is a hard market for foreign brands to penetrate. Local RTD styles are very distinct and unique to Japan and the local players are very strong. New market entrants need to be tailored to the local market tastes and with packaging that resonates with consumers. Coca Cola succeeded with Lemon-Do because they developed a very localised product and marketing strategy that resonated with Japanese consumers. ♣

Marlborough, Southern Island, New Zealand







PRICING & ECONOMY

We all know that we are willing to pay the highest price for another bottle at two o'clock in the morning when supplies have run out and the party is in full swing. But there are other opportunities that need to be considered when setting the price of wine. I have already mentioned my riotous opinion that the production cost difference between different wines is not great. There you need very detailed and precise calculations. Pricing is another kind of art. Sometimes is it really a matter of feeling and guessing from a crystal ball. But also, through market and public opinion research, following trends and looking around the world. What you are willing to pay is the perceived price.

Price Determined by Emotion or Occasion

Many years ago, a friend and I ran several wine shops in Prague and other cities, where wine was sold, poured (and mainly talked about). It was a big school! Quite often a charming girl appeared in the doorway, like a cut from Vogue, and we knew in advance what she would like: What is your most expensive wine, please?

We didn't even ask what it should be anymore, but straight away - **what does your boss like?**

The staff collected money for director's birthday present!

In those years, even the most expensive wine was relatively cheap, so no one had to reach too deep into their pockets. I believe that sellers in wine shops around the world faced a similar situation.

After last Holiday season I read online some statistics. The annual average of Christmas gifts was around \$850/year in 2017. Just because \$850/year is the average doesn't mean

that it's what you need to spend, nor that you cannot exceed this number. The buying economists recommended guideline for gifts each year is 1.5% - 2% of your salary. If you're making \$50,000/year, that puts you at \$750 per year, OK.

That may not seem like a lot for some people.

Statista 2021 reported that Boomers in the United States spent an average of 123 U.S. dollars on gift cards during the 2018 holiday season. This figure was almost 60 U.S. dollars higher than Millennials, who spent an average of 76 U.S. dollars on gift cards. The more interesting figure is, that people surveyed spent 59% of their holiday budget online in 2020! And the average of Christmas gifts crossed the mystic border of 1000 USD!

Promotions, discounts, and other offers were the No. 1 thing people want from online retailers in return for sharing their personal information, among 61% of respondents - while offers for preferential treatment like faster customer service (34%) and faster checkout (31%) a distant second and third, despite 56% of respondents feeling they have little control over their consumer data.

It is good to know figures like this, if you need to think about the right price level.

The right price question occurred to me when I rented a car two years ago after judging at the San Francisco Wine Competition and drove through California to visit some wineries just after the fires. Even then, many people already wore a mask - but for a different reason than today. There was a lot of smoke everywhere.

We talked over a glass of extraordinary red with a friend who was the director of one of the most famous wineries. I will not name him today because he is no longer there. I asked him what people are saying about the prices of their wines, which were definitely not low.

„It's extremely important to set the right price. In our segment, the price must not be low or too high. A few years ago, the mental barrier of the

gift was \$200. Today it's about \$250. Our economically healthiest piece is selling for \$300. It's a little bit more over the mental barrier, but it's an affordable price. To make a real joy, give a great gift to a known wine lover, you go and give that \$300 for a really luxurious, classy gift. It's not snobbish, you don't show that you have fat billfold. It's a fair price for an exclusive gift! For the pleasure it causes. I must admit we have no problem selling it! “

If such a young lady from Vogue entered a specialized wine shop today (and it is open), asking for the most expensive wine, the shopping assistant or sommelier would probably offer her Screaming Eagle. It seems to be the most expensive wine commonly sold in stores from current vintages. Of course, there are archival treasures included in the price of a nice vineyard, but I don't want to talk about them. We still mean „normal“ good wine, three, four, five years old.



While Cabernet Sauvignon might be the winery and region's iconic grape variety, Screaming Eagle's Sauvignon Blanc occupies the top spot, with an average price of \$5974. Its Cabernet Sauvignon fetches \$3647 on



average (Screaming Eagle Cabernet 1992 is estimated at cost \$500,000). It is said that only 500-800 cases of Cabernet Blanc and less than 50 cases of Sauvignon Blanc occur each year.

36 hundred, let alone 6 thousand, is already big money. You can spend a nice family holiday for this price. Is a bottle of wine worth it? I can't say for sure, but I think that my friend's wine will be significantly more profitable at the end than this screaming gem with engraving of an eagle emblem, even if you can find a waiting list on their website and you remain in the virtual cue for years.

This was the information mostly for the US market. The rest of the world considers as the *crème de la crème* between red wines Domaine de la Romanée-Conti, the most famous producer in Burgundy, France, called *„one of the greatest wines of the world and the most perfect as well as the most expensive of Burgundy ... with a forceful bouquet of violet mixed with a scent of cherry, a lively and profound ruby robe, a suaveness of exceptional finesse.“*

Wine from the 1.88 hectares (4.6 acres) vineyard Clos de la Romanée Conti is among the most sought after, and expensive, in the world. Annual production is about 5 600 bottles, the price is only theoretic, because you can hardly buy any bottle, but the whole set of DRCs produced grands crus Romanée-Conti, La Tâche, Richebourg, Romanée-Saint-Vivant, Grands Echezeaux, Echezeaux, and Montrachet.

“To drink Romanée-Conti is equivalent to expe-

riencing an orgasm at once in the mouth and in the nose,” wrote once the wine critic Clive Coates. The annual production is considered to be 5,600 bottles.

Actual collector's price for 2017 Domaine de la Romanée-Conti Grand Cru is \$16 166.67 per bottle, \$48 500.00 per case.

The Bordeaux lovers are praying to Château Pétrus, Cheval Blanc or Château d'Yquem when it comes to white. Whites?

Egon Müller owns 21 acres of the 70-acre Scharzhofberger, one of the world's best Riesling vineyards. It's located in Wiltingen, Germany, on the Saar river, on a slate-rich, south-facing slope. Egon Müller's Scharzhofberger Trockenbeerenauslese is the highest-placed white wine on the list, and it's bottles boast an average price of \$13 670 and a max price of \$32 897.

I do not want to be a judge in the race of the most expensive wines in the world.

This book is not about who is the most expensive in the world. These world-famous wineries will undoubtedly survive and be hardly hit by the crisis.

But we wanted to say that they are here, that they set their prices according to different rules and that even before the astronomical amounts they find the ones, who are willing to pay for their wines at these prices.

It is conceivable that the origin of buyers is shifting more and more to the east.

That also indicates something. ♣

..IN BUSINESS, MONEY IS "ONLY" IN FIRST PLACE

Difficult times call for new approaches but some rules remain fixed and unchanged or at least should remain so. Several respondents have already called for you not to cut the already partially broken branch from under yourself. Why spoil the prices?

When everyone reduces prices, everyone loses together while no one makes any money. Well, actually yes, the customer but they will take it for granted. „Wine is cheaper, fine,“ they will say to themselves. And that is only if your discount does not end up in the bottomless accounting of sales chains and wholesalers.

There are things we do as a matter of course. It is like when a car skids. We know what to do when it starts to slide. We are racers!

We are winemakers, we know how to make and sell wine. It's our whole life!

Many years ago, a Polish rally legend So-bieslaw Zasada (by the way, he is a Mercedes dealer and one of the largest Polish wine sellers today) started organizing racing courses and eventually published a book about it. And the crucial question that all attendees had to answer was: „*What exactly are you doing when you are approaching a sharp right turn on a slippery surface and when exactly?*“ Each of them was able to drive through it but only a few of them were able to answer when they downshift, whether they brake using their left or right foot, or whether they change them, when they move the steering wheel to the left and when they apply a strong counter-movement. This is exactly what Sobek taught them.

All of those who attended the course already had a couple of rallies behind them and they really knew how to drive. They were even better after the course.



Mrs. Soňa Španielová, a great professor of finance and economics, will be your rally coach for a while. You probably know the things she will remind you of when it comes to the very basics but sometimes it's good to give what we normally do the right name and remember which foot we use to brake and when we press the gas pedal. ♣



Soňa Španielová

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Price Strictly Professionally Calculated

HOW MUCH IT COSTS AND WHAT TO WANT FOR IT

This text is intended for small, family wineries. Large companies have their own economists, work with information systems such as SAP or other Enterprise Resource Planning System, etc. and can analyze the inputs for each bottle. A small winery often „calculates“ the price by firing from the hip so that it somehow works out. Sometimes they „fire“ their discounts this way too.

Here is a basic guide on how to avoid unnecessary mistakes and losses in the wine economy.

The price is an expression of the exchange value of the goods.

This means that on the part of the offeror (producer) it must cover the production costs and ensure a reasonable profit, while on the part of the demander (customer) it must provide the expected satisfaction of the customer's need for the money spent.

It needs to do that both from the material point of view, which is the corresponding quantity and quality of the product, as well as from the intangible point of view, which is the psychological perception of the usefulness of the product, i.e. the social status that the product brings them. You know that you and your group of friends would like to pour

a good cask wine out of a jug but if you want to impress a young lady at the first dinner, you will order a wine that has a sound ... and it also costs accordingly.

The price from the point of view of the producer, the winemaker, is essential for this material. On the way to the consumer, it enters at least one more, sometimes two stages in the off trade market (wholesale and retail) and at least one stage in the on trade market (restaurants); however, a wholesale company specialized in deliveries to gastronomy usually enters the process here.

Pricing is one of the key decisions that every producer must make. A properly set price is one of the basic conditions for a long-term successful business.

When setting the price, we must be aware of the goal of our business.

It can be the maximizing of our profit or maximizing our sales, increasing of the current market share or elimination of the competition.

In times of crisis, survival may also be a short-term goal.

The goal defined in this way will then fundamentally affect the creation of the product price and the entire pricing policy.

The basis for pricing is the calculation of the lowest possible price at which we are able

to offer the product in the long-term. This is a cost price based on the calculation of the cost per unit of production, for example, the production of one liter of wine. Cost calculation is used to determine the cost price, creation of budgets, control of the production efficiency and the like.

The general calculation formula illustrates what a cost calculation should generally include:

Bulk Wine Production Costs

- Direct material – grapes
- Direct wages - the price of the work of employees, including the statutory health and social insurance contributions
- Other direct costs - other material for production, e.g. yeast, clarifying agents, nutrition, chips, improvers, filtration costs and wooden barrels, which are calculated directly into the consumption
- Production overheads - other costs related to production, such as electricity, depreciation, etc.)

By production of bottled wine also own costs of bottled wine production - Bottle, stopper, label, shrink top, cardboard carton, bottling costs.

Performance Costs

- Administrative overheads - interest on loans, costs associated with administration and accounting, including salaries and health and social insurance contributions for administrative and other staff, insurance, membership contributions and fees)

Total Performance Costs

- Sales costs (warehousing, logistics, marketing, etc.)

The sum of all items listed in the general calculation formula gives the cost price. It is a price that will cover all our costs but will not bring any profit. Simply said - we live but we work for free.

In general, however, we should work with a profit, i.e. with a reasonable trade margin.

MARGIN IS SACRED

When pricing and dealing with customers, including sales chains, you should keep in mind the already mentioned buzz-word: „Margin is sacred!“

Under normal circumstances, you should not sell your products to anyone for less than a reasonable minimum margin, even if it is only 5%.

In the short-term you can, of course, offer a product at a price lower than the cost price.

It is necessary to realize that you give every crown, dolla, peso below the cost price to your customer „from your own money“. Yes, it can be justified if it keeps you alive, so the customers buy your inventories from you at the times of the worst crisis, allowing the company to continue its operation and recover after the next harvest.

Another reason for this can also be your incentive aimed at attracting new customers (but be careful, when you sell something for fifty bucks once, you can hardly raise the price to a hundred!) or your short-term fight against the competition.

Such cases are more likely to be seen in other fields; it is known to enter the bakery district with dumping prices for several months before attempting to implement a hostile takeover. In this case, the relatively precise zoning of sales determined by the nature of the fresh goods helps this strategy.

In France, there are local bakeries that sell fresh baguettes straight from the oven all day. They don't mind the lower price of packaged baguettes in supermarkets - the French go to their baker. In the USA customers buy them in hypermarkets and finding a bakery and fresh bread is unique there. The attack is easier there, packaged bread has a longer shelf life and it can be transported over longer distances. Wine can be transported almost without restrictions - watch out for that!

The price below the cost level is called dumping and its long-term use is considered to be unfair competition and is therefore illegal.

We will now analyze the individual categories listed in the general calculation formula in more detail. The specificity of wine production is the fact that grape production is an agricultural process and wine production is a classic non-agricultural, i.e. production process. So, there are basically two price calculations - the calculation of the price of grapes as the final product of agricultural activity and the calculation of the price of wine as such.

CALCULATION OF THE COST PRICE OF GRAPES

So, what is calculated when it comes to the price of grapes? The price of grapes includes the means used for fertilization, chemical and mechanical protection against pests, containers for the collection and transport of fruit, fuel, etc.

Wage costs are also an important item that we must include in the price of grapes. We calculate them by adding up the number of hours that all workers spent working in the vineyard, including the collection and transport of fruit, multiplying it by the average hourly wage rate or by adding up all the wages paid out (including accessories).

When calculating costs, we take into account wages even if it is the work of the vineyard owner and his family. Don't forget your own wages! The best way is to make the calculation for one growing season, so that it includes all costs, including spring and winter care of the vineyard.

For the growing of vine, agricultural machinery such as tractors, mulching machines, harrows, etc. is necessary and it is reflected in the price in the form of depreciation.

Example of the calculation of the depreciation of a tractor:

Purchase price of the tractor	CZK 750,000
Expected life time	10 years
Annual depreciation of the tractor	CZK 75,000

It doesn't matter how long the depreciation time is set for the tractor, car or wine press by

the government or law in your country - the important thing is for how long you will use it before you buy a new one.

The depreciation of all machinery, equipment and facilities used for the production of grapes or wine is calculated in a similar way. If the technical device is also used for other purposes, only a proportion of the depreciation of the device is included in the amount of depreciation - typically for means of transport such as vans. By adding up the depreciation, we obtain the sum of depreciation, which will be part of the production overheads according to the general calculation formula.

CALCULATION ITEM	COST
Seeds - purchased	0,00 €
Seeds - own	0,00 €
Fertilizers purchased	80,00 €
Own fertilizers	0,00 €
Plant protection products incl. application	840,00 €
Other direct material	200,00 €
Total direct material costs	1 120,00 €
Other direct costs and services	100,00 €
Total wage and personnel costs	2 400,00 €
Depreciation of tangible assets - direct	340,00 €
Costs of ancillary activities	120,00 €
Manufacturing overheads	4,00 €
Administrative overheads	360,00 €
Total costs per ha	4 444,00 €
Yield per hectare	6 TONS
Total cost per ton of grapes	740,67 €

The costs are calculated per hectare. The example of the calculation of the price of grapes is only illustrative and it is based on the Methodology of Calculations of Revenues and Costs in Agriculture, the author of which is Jana Poláčková et al. It may vary from country to country. We have consulted several European winemakers about the specific costs in order to get as close as possible to the current reality. The differences will be mainly in the wage component; some wineries may have fewer employees per area and will hire mainly seasonal workers, other vineyards will be cared for by year-round employed workers.

I emphasize again - please, never forget to include in the calculation formula a reasonable reward for yourself and your family!

We divide the cost of individual items by the number of hectares on which the grapes are grown. If the grapes are to be sold, a profit margin must be added. The calculated price of grapes then enters into the below-stated calculation of the price as a multiple of the number of tons of grapes consumed and the price per ton. Grapes purchased from external suppliers belong to other direct material. So, we will use the price of 740€ per hectare for our own grapes in our further calculations.

The calculation of the cost price of wine will again be based on the general calculation formula. We will work with the cost of the total amount of wine produced, which we then divide by the number of liters of wine produced and get the cost price per liter. This formula includes the price of the finished cask or tank wine in the first year after harvest. If you let the wine mature for a long time, you need to know how much money you have in your wine inventories.

CALCULATION ITEM	COST
Grapes from own production (20 ha/120 t)	88 881,60 €
Purchased grapes 100 t at 1,12€	112 000,00 €
Other direct material	21 600,00 €
Total direct material costs - wine	222 481,60 €
Other direct costs and services	3 600,00 €
Total wage and personnel costs	200 000,00 €
Depreciation of tangible assets - direct	40 000,00 €
Costs of ancillary activities	4 000,00 €
Administrative overheads	32 000,00 €
Sales costs	74 000,00 €
Total costs	576 081,60 €
Production liters	160000
Cost per unit of production (liter)	3,60 €

This model example is also loosely based on the Methodology of Calculations of Revenues and Costs in Agriculture, the author of which is Jana Poláčková et al.

The above example shows that the cost price per liter of wine for the entire winery is 90

CZK / 3,60€. Converted to one 0.75l bottle, the cost price will be CZK 67.50 / 2,70€.

IMPORTANT!

We will make no mistake if we continue to count on a uniform average price of grapes for the entire winery in the next calculation, i.e. the weighted average of our own and purchased grapes. It is the average price of the main raw material.

We can also easily calculate the weighted average price of wine from the cellar. It seems that you are selling wines for 3, 7, 12, 25 and 50 euros or dollars. However, the sales will still end up in one sum in the REVENUE item of the accounting.

The price of wine in the entire cellar is a good guide for basic calculations. Of course, it would be more accurate if you could specify the different costs of wines aged in barrique barrels, special wines (straw, ice), etc.

However, at the end of the economic calculation, you will again get to the same sum.

Therefore, we will use the average price of CZK 67.50 / 2,70€ in the next steps for bottled wine calculations.

As mentioned above, the cost price is the minimum price that covers all costs but does not include a profit, in other words a markup, popularly called a "margin".

Profit is defined as the positive difference between revenues and expenses.

Profit has several functions and we should take them into account when creating a price. From the profit, we pay taxes, loan repayments, the share of the profit motivates owners and employees to perform better, the profit should be used to finance most investments, the profit should allow us to create reserves for unexpected events and crises.

When creating a price for a customer, we should choose a suitable pricing method in accordance with our business objectives.

[See the spreadsheet on the next page](#)

Total direct material costs of bottled wine	EUR		EUR
	Basic wine		Premium wine
Bottle	0,30 €		0,48 €
Bottling	0,03 €		0,03 €
Label	0,08 €		0,12 €
Stopper	0,12 €		0,25 €
Shrink top with print	0,05 €		0,12 €
Carton	0,08 €		0,16 €
TOTAL	0,65 €		1,16 €
Wine 0,75l (see previous calculation)	2,70 €		2,70 €
Production costs per bottle	3,35 €		3,86 €
Margin 15%	0,50 €	Margin 25%	0,97 €
The basis of calc. price	3,85 €		4,83 €
Rounded	3,84 €		4,80 €
160000	614 400,00 €	53333	255 998,40 €
TOTAL PRODUCTION		870 398,40 €	
Total gross profit	154 400,00 €		51 466,35 €
Total gross profit		205 866,35 €	

= loan, investments and creation of reserves

COST-ORIENTED PRICING

It is the simplest method of pricing. In this case, we add the required profit to the calculated cost price, in our table of 15% for the base wine, of which we will produce 120,000 liters / 160,000 bottles and alternatively 25% for the premium wine, of which we produce 40,000 liters / 53,333 bottles.

At the cost price of CZK 83.80 / 3,35€ for the basic and CZK 96.50 / 3,86€ for premium wine per bottle, the profit markup per bottle would be CZK 12.57 / 0,50€ and 24.13 CZK / 1€ respectively (rounded).

The price of one bottle of wine from the producer would then be CZK 96.37 / 3,85€ for basic wine and CZK 120.63 / 4,83€ for premium wine.

Value added tax must be added to the price.

If we count on the trader's margin of 30% and VAT 21%, the price of the product for the customer will be about CZK 153 / 6,12€ for basic wine and CZK 190 / 7,60€ for premium wine.

The question is how the market will react to this price.

Having a low price compared to the compe-

tion can lead to higher demand and higher sales. However, from a psychological point of view, it can give the impression of lower quality. As wine is a highly emotional affair, it can subsequently negatively affect the demand for the product. A higher price compared to the competition can lead to lower demand. On the other hand, in conjunction with quality and appropriate marketing, it can have a positive effect on customer emotions and therefore lead to higher demand.

COMPETITION-ORIENTED PRICING

The decision on the amount of the price is based on a survey of competitors' prices. We find out the prices at which our most important competitors offer their products. Subsequently, we decide whether we want to offer our production at a price higher than the competition or at a price comparable to the competition. Alternatively, we can decide to fight for the customer by having a lower price. Each of these approaches has its advantages and risks. In any case, we must keep in mind that „the margin is sacred!“ and, unless circumstances worthy of special consideration have arisen

en, we cannot sell below the cost, especially not in the long run.

DEMAND-ORIENTED PRICING

In the case of demand-oriented pricing, the basis for its determination is the value of the product perceived by the customer and the size of the demand for the given product. Branded products are usually sold at a much higher price than similar quality non-branded products. The basis of this pricing strategy is long-term investment in brand building.

Finally, when creating the price, we take into account other factors, such as the psychological perception of the price of CZK 99 versus CZK 101, up to 150 and over 150, up to 200 and over 200, which are the generally known decision limits of the Czech consumers today (the exchange rate is actually about 1€/25 CZK).

DISCOUNT AS A SALES PROMOTION TOOL- HOW NOT TO GET INTO THE RED NUMBERS?

Discounts are a frequently used sales promotion tool. Read each word carefully. For sales promotion, not for your own loss of money! The basic idea of the discount is to make the customer feel that he or she is buying goods with a higher value at a lower price. The discount is one of the marketing tools but it has a fundamental impact on the financial results of each producer.

So, what are the economic impacts of the most common discounts and incentives?

If we choose the „5 + 1” discount, where we give the sixth bottle for free with the purchase of 5 bottles, we use all the profit to cover the cost of the bottle, delivered free of charge and we sell our basic wine with a loss of CZK 21.60, so we lose CZK 3.60 for each bottle sold.

For premium wine, where we have set a higher margin, the situation is more acceptable and we are still making a profit. Let’s compare it:

It is clear from the above that the „5 + 1” discount can be used to make a profit only if

the profit surcharge is higher than 20%. If the profit surcharge is lower than 20%, then we already sell below the cost price. This makes sense only when we want to get rid of excess inventories or need to attract customers in the short-term.

The above calculations will change if we use the „6 + 1” discount, i.e.

when we add a free bottle to the purchased wine package.

For our basic wine, we must be aware that with each bottle sold in this way, we give the customer another CZK 1.50 from our own pocket.

For premium wine, our margin dropped from 25% to less than 8% but we achieved at least a minimal profit from sales and in addition, the seventh bottle can be another type of wine that we want the customer to try (so we created another sales opportunity, which has its price) or one which does not sell so well and we have excessive inventories (so it can be expected that the actual selling price would be lower).

Model of 5 bottles + 1 free - BASIC WINE		
Price of 1 bottle VAT excl.		3,85 €
Price for 5 bottles VAT	5 x 3,85€	19,25 €
Cost price for 6 bottles	6 x 3,35€	20,10 €
Profit / loss		-0,85 €

Model of 5 bottles + 1 free - PREMIUM WINE		
Price of 1 bottle VAT excl.		4,83 €
Price for 5 bottles VAT	5 x 4,83€	24,15 €
Cost price for 6 bottles	6 x 3,83€	22,98 €
Profit / loss		1,17 €

Model of 6 bottles + 1 free - BASIC WINE		
Price of 1 bottle VAT excl.		3,85 €
Price for 6 bottles VAT	6 x 3,85€	23,10 €
Cost price for 7 bottles	7 x 3,35€	23,45 €
Profit / loss		-0,35 €

Model of 6 bottles + 1 free - PREMIUM WINE		
Price of 1 bottle VAT excl.		4,83 €
Price for 6 bottles VAT	6 x 4,83€	28,98 €
Cost price for 7 bottles	7 x 3,83€	26,81 €
Profit / loss		2,17 €

Discount - model of free shipping, basic wine		1 case	4 cases
Price for 1 bottle VAT excl. (with margin)		3,85 €	15,40 €
Price for 6 bottles VAT excl. (with margin)	6 x 3,85€	23,10 €	92,40 €
Cost price for 6 bottles	6 x 3,35€	20,10 €	80,40 €
Average shipping costs		4,00 €	16,00 €
Profit / loss		-1,00 €	-4,00 €

Discount - model of free shipping, premium wine		1 case	4 cases
Price for 1 bottle VAT excl. (with margin)		4,83 €	19,32 €
Price for 6 bottles VAT excl. (with margin)	6 x 4,83€	28,98 €	115,92 €
Cost price for 6 bottles	6 x 3,83€	22,98 €	91,92 €
Average shipping costs		4,00 €	16,00 €
Profit / loss		2,00 €	8,00 €

It is more economical to give the seventh bottle for free with the purchase of six bottles than to give the sixth one for free.

A SPECIFIC TYPE OF THE DISCOUNT IS "FREE DELIVERY".

If we do not have this discount included in the calculation of the sales costs, it can have a very unfavorable effect on our own economic results.

If we use the same price calculation as in the previous case, the economic result would be as follows: This service should be offered carefully and wisely, and as the calculation shows, only for larger orders, especially for wines with a higher margin and only if we can negotiate a better price with the carrier for the whole shipment. In the calculation, we used the prices of transport and delivery services normally offered before Christmas for approx. CZK 100 / 4€ per case (6 bottles) of wine and the price for 4 cases, offered as the lowest price for shipping.

It is obvious that discounts significantly affect the economic results of every entrepreneur, so it is necessary to take into account not only the marketing but also the economic impact of each such event.

In conclusion, I would like to emphasize that the correctly set price must be based on a well-elaborated cost calculation. We obtain documents for it from accounting and stock

The courier delivery service pays out when sending more expensive wines with higher margin or a larger number of cartons, if you agree with a transport company on a better price per shipment, not per case.

records. Another important step is the choice of a suitable pricing method that respects our market position, brand awareness and product quality. If we choose discounts as a marketing tool, it is desirable to always take them into account when calculating the expected profit / loss from the sale of the product.

Previous price calculations are very modest. Remember that we are still thinking about how to behave in times of crisis and how to survive it. During a period of economic prosperity, the winemaker's margin should be between 50 and 70 percent, the wholesaler's margin about 20% and the retailer's margin 30%. ♣





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and World Heritage Volcanic Multi-storey Cellars of Herceghút, Tokaj-Hegyalja, Hungary*



I used to want to taste all the wines
that grow here during my life, just as
I wanted to know all the countries
formed in the world. However, neither
of my wishes has been fulfilled yet,
but since I learned the professional
terminology of wine connoisseurs,
I have been tempted to invent even
new types of wine..

Karel Capek, Czech writer





Martina Schützová



She is a partner in the international law office CEE Attorneys www.ceeattorneys.com. Martina graduated from the Faculty of Law at the P. J. Šafárik University in Košice, Slovakia and gained her experience in leading Czech and foreign offices. Martina is one of the leading experts in legal regulation in the field of gastronomy. The CEE Attorneys Gastronomy Desk team she leads provides legal advice to a wide range of restaurateurs as well as food and beverage manufacturers

ADVERTISING LIMITS FOR WINE AND OTHER ALCOHOLIC BEVERAGES

Marketing specialists offer us a huge number of ways to approach product promotion. There is an option to run an advertising campaign on the Internet through Google Adds, Facebook or other social networks, as well as the possibility of using traditional media. The same goal, i.e. greater visibility of goods and

an increase in their sales, can also be reached by organizing thematic consumer competition for prizes, which also falls under the broad concept of advertising. But beware: before people from your target group read your information, they would have to click the button confirm that they are of legal age. The Internet knows practically everything about us. Why is it unable to remember that I am almost at my retirement age and it is up to me, not the supervisory authorities to decide whether I have a drink?

All these methods of marketing promotion have one limitation in common and that is the legal regulation on advertising of alcoholic beverages.

Let's focus on the elements that an advertising campaign promoting wine (at least in Europe) may not contain. Advertising for alcohol must respect the following legal limits:

Advertising must not encourage immoderate use of alcoholic beverages

Whether the alcohol consumption is moderate or immoderate is a very subjective question in practice.

However, in the world of law it is necessary





The late Professor Milan Šamánek collaborated with Znovín on his medical research for many years; if he speaks on TV about health benefits of wine, he only informs about socially important research. He can do it. The producer cannot.

to look for the most objective aspect so that legal certainty is maintained and it is clear which advertising is permitted and which is not.

In 2016, for example, advertising that encouraged the consumption of four beers in order to obtain the fifth beer free of charge was considered banned, precisely on the grounds that it encourages immoderate use of alcohol. By analogy, advertising for alcohol must not negatively or cast ironic light on abstinence or moderation.

Advertising may not be targeted to persons under the legal age.

To make matters worse, the ad may not even show people who appear to be under the legal age nor may it use elements, resources or events that attract underaged people. On the contrary, the actual age of the protagonists acting in the advertisement in question is completely irrelevant.

Czech courts have assessed the boundaries of advertising in which young girls appear, participate in zorbing and put gelatin bears in an alcoholic beverage and have concluded that advertising of this type is inadmissible. In their reasoning, they stated that the combination of elements such as zorbing in conjunction with the youthful appearance of advertising actors, their behavior, the dynamic music used and in particular, the manipulation of gelatin bears, creates the impression of non-binding, playful entertainment which is typical for children and adolescents.

Advertising may not link alcohol consumption to increased performance or be used in connection with driving a vehicle.

The ban on combining alcohol with driving does not cause many troubles in practice but no court has yet considered this complaint in more detail. However, if you plan to display a car or other means of transportation in an alcoholic beverage ad, you should always pay more attention and consider whether the limits of the advertising regulation law are met and whether alcohol is not used during driving or in connection with it. What is possible in the movie is not allowed in advertising.

Advertising may not give the impression that alcohol consumption contributes to social or sexual success.

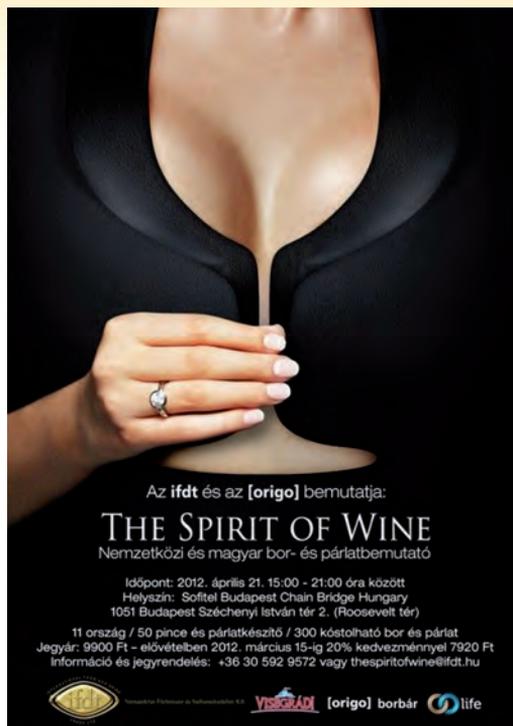
At this point, especially influencers and anyone who uses a similar way of marketing should pay attention. The concept of advertising is not limited to traditional media such as press or television but on the contrary, it permeates all means of communication where a particular product is promoted. If an influencer praises the advantages of a certain alcoholic beverage in his post, he must make sure his stories or behavior do not show that he achieved his social or sexual success thanks to alcohol.

Advertising may not claim that the alcohol in the drink has healing properties or a stimulating or calming effect or even that it is a means of solving personal problems, even if it is true!

If you get carried away by the story of an advertising video, it could happen that the spot exceeds these limits. More than ten years ago, there was an advertisement on TV screens in which the disgraced protagonist complained: „When it rains and the world seems to be a bad place, a girl breaks up with you and the second one too and you don't want to do anything, you need someone or something to hold you. A friend.” After this litany, the actor drank and confirmed that his friend was alcohol. The negative reactions came soon and the Council for Radio and Television Broadcasting charged the Prague s.r.o. agency a fine of CZK 100,000 for violating the law on advertising.

Advertising may not emphasize the alcohol content as a positive feature of the drink

This last restriction on alcohol advertising is not something entrepreneurs would be blamed for too often in practice. The reason is probably the fact that marketing which highlights alcohol content does not make much sense and it would be difficult to come up with



a fitting example of violating this particular restriction.

From the described restrictions of the campaigns, it is clear that it is not very easy to be fully aware and understand all details in the regulation of alcohol advertising and the legislator did not make the situation much easier for us with its austerity. Some countries ban the advertising of alcohol between 6 am and 10 pm, other countries have resorted to a comprehensive restriction on audiovisual commercial communications and sponsorship of alcoholic beverages, while many require alcohol-related warnings or a ban to display alcohol advertising to any living being.

So how do you draw attention to a product containing ethanol without finding yourself outside the law?

You can look for the answer, for example, through Public Relations. Thus, although the producer alone cannot freely advertise the miraculous properties of his wine, which cures



007 Might Be The King Of Product Placement. Watches, drinks, cars, guns... Heineken paid \$45 million to have their beer replace 007's venerable vodka martini - shaken, not stirred. So was having James Bond quaff a Heineken on-screen worth \$45 million? Heineken seems to think so - and that may be all that matters.

heart weakness and solves hair loss problems, there are entities that are entitled to do so. People in our region usually like to listen faithfully to experts with two titles in front of their name and three behind it, who can highlight the beneficial effects of a particular variety of red wine aged in oak barrels in the favorable climate of the Pálava Hills at the presentation of Moravian cultural beauties. On the other hand, the younger generation is more likely to find a post on Instagram, where a young lady from the wine region (coincidentally the daughter of a well-known winemaker) drinks the mentioned wine in a group of young carefree people, without forgetting to mention its indisputable qualities, rather than finding an educational presentation. Indeed, if both of them are at least minimally convinced of their claims and do not carry out this covert promotion for remuneration or other consideration, such communications should be fully compatible with regulatory law.

What a winemaker may not say in order not

to violate the advertising limits can be said by a scientist, a researcher, who is even obliged to publish the results of their research if they have been awarded even a partial grant from the EU. „We monitored two test groups - one was forbidden to consume any alcohol, the other was served Green Vetliner daily with the lizard symbol from Znovín, containing 12.5% alcohol. A statistical evaluation of the research results shows, for example, that the sickness rate of the group that could indulge in wine was 64 days lower than group A.” If the same information about the health effects of the product is provided by an independent expert, such as Professor Milan Šamánek, who collaborated with Znovín on his research for many years, it is not only more convincing than if the winemaker himself did it but it is also correct within the set legal framework. He does not encourage doing anything; he only informs about socially important research. And he will certainly provide more correct information and with the necessary professional and detached view than the winemaker himself could.

Useful tools can also include Product Placement, which under certain conditions may be another of the legal tools for making alcoholic beverages visible. In general, it is the placement of hidden advertising in an audiovisual work of art (film, video game, etc.) that intentionally pursues an advertising goal. The main attribute of intentionality in this case is the remuneration or other consideration provided for placing the product in the program.

Given that in many cases the payment for the promotion of a product in a given work forms a large part of its total funding, without which the project would not have a chance to exist, Product Placement is a generally tolerated practice. In addition, in order not to mislead as to the nature of the programs which contain the product placement, they must be clearly marked with the letters PP, which informs the viewers that they will become consumers of the commercial message within the given program. ♣

TOGETHER WE ARE STRONGER

It's been said a few times here and it will be said once again at the end: **TOGETHER, WE ARE STRONGER!**

Let's help each other, let's associate and let's create joint projects to achieve common goals - even if that goal is nothing less than to survive.

When I was once given the opportunity to learn from the study materials of the Harvard's Law School Program on Negotiation, I was literally shocked when one of the „papers“ was full of mathematical formulas. Printing error? Did we get materials from the graduate level mathematics program by mistake?

It wasn't a mistake. As one of the theories of negotiation, we were supposed to study the mathematically confirmed theory of multiplayer games, generally referred to as the Nash equilibrium. Let's forget about wine for a while and let's play.

There are nine players, nine winemakers at the table. Among them are younger and older, with larger, medium and small production, some with modern equipment and some with a tractor inherited from their fathers. None of the players can improve their situation by unilaterally changing the chosen strategy. None of the players desire to cooperate with the others fully but their decision-making limits and their impact depends on the others. That is why it is called the concept of solving non-cooperative multiplayer games.

The concept of the Nash equilibrium is used to analyze the results of the strategic interaction of several actors. In other words, it is a way of predicting the decisions of individual entities that make decisions at the same time and whose decisions depend on the decisions of the others. The basic principle of determining the Nash equilibrium is the impossibility

of predicting the result if we look at individual decisions in isolation. We must consider every decision of the player in the context of possible decisions of the others.

The Nash equilibrium was used not only in the analysis of conflict situations, in the study of the possibilities of cooperation of people with different preferences but also, e.g., in the organization of auctions. If you want to know more and don't want to study too many professional books, you can find Ronsard's amazing two-and-a-half-hour Oscar film „Beautiful Mind (2001)“ on the Internet. Of course, for more serious knowledge, it is better to read a professional book on this topic, such as Ken Binmore's Game Theory.

You could become convinced that it makes sense simply by the fact that John Forbes Nash Jr. (1928 - 2015) was awarded the Nobel Prize in Economics in 1994 for his work in the field of game theory. However, we don't have to be Nobel laureates to know that pulling together is always better than setting traps for each other.

The Slavic prince Svatopluk told this to his three sons in the legend about three rods on which he demonstrated the power of unity. This legend appears in various variants in Germanic runes and in English literature.

However, let's stay in the Czech Republic. Our nation can come together when it is in trouble and when the World Hockey Championship is played. The current pandemic crisis is no less serious than the Russian occupation of 1968. For a long time, if not forever, it will change the balance of power, change values, change the social and economic mechanisms that we used to think were eternal.

A new normal will come.

It is all the more valuable at this time if we

can unite to work together or if we can find space to offer help to others. Of course, it's better to do it selflessly but people won't forget it, even if you make a little money on good things that help.

Consider and compare a few examples of why it is better to work together, to unite for a good cause. ♣

 **Cristina Pandolfi**

Agricultural Engineer, Founding Member of the Argentine Academy of Vine and Wine. Member of the Association of Women of Wine of Argentina. Researcher and educator.



Let´s Work Together, Be Connected!

Argentina works this way.

For years it has shown signs of greater cohesiveness; with a common approach, joining forces, and with better mutual communication. Starting in late 2000, an organizational process was worked on for the benefit of the entire wine chain, including small producers. They worked together to promote wine, both nationally and for the foreign market. Thus, the Argentina 2020 Winemaking Strategic Plan was finalized with the aim of implementing relevant collective actions, arising from debate and consensus. This union was formalized in 2004 when the **Argentine Wine Corporation (COVIAR)** was created by Law 25,849, a public-private body with national jurisdiction that manages and adopts the necessary actions aimed at meeting the objectives of said plan, such as the integration of the actors in the production chain and the transformation of the wine sector, enhancing its strengths and opportunities in the global market for wine, concentrated grape juice, raisins, and table grapes.

It also promotes the innovation of products and processes that increase the added value and sustained development of the sector. The development of a „2030 strategic vision“ is currently being proposed.



The wine industry in Argentina occupies an area of 215,169 hectares (531,694 acres) shared between 883 producing wineries (data from the Instituto Nacional de Vitivinicultura, INV, 2019) with a production of 10,796,149 hectoliters (285,204,081 gallons) of wine in 2020 (source INV). It sits in 7th place worldwide by area planted with grapes (OIV 2019), 5th in the world in wine production (OIV 2020), and is 10th in wine exports in volume and also in FOB value, according to data OIV 2019.



COVIAR is made up of national organizations such as the National Institute of Agricultural Technology (INTA), the National Institute of Viticulture (INV), the governments of the provinces with wine production and producer associations: Bodegas de Argentina, Asociación de Cooperativas Vitivinícolas Argentinas, Unión Vitivinícola Argentina, Centro de Viñateros y Bodegueros del Este, among others. The resources arise from the payment of a mandatory contribution that must be made by the wine companies, as established by the aforementioned law.

Within the framework of said corporation,

The venerable Estancia Mendoza industrial winery is part of a cooperative complex FeCoViTa

institutional communication is also carried out for the promotion of wine in the domestic market, through the so-called Wine Fund, while the promotion abroad has Wines of Argentina as the executing unit.

This meeting of all the forces of the production of wines and concentrated grape juice of the different provinces through the integration of their primary associations was a model for many other agro-industrial production chains in Argentina.

In my experience, beyond the fact that sectoral or regional differences may arise, mutual communication, joint work and knowledge exchange always result in a positive balance with great optimization of resources.

Bodegas de Argentina, whose origins date



back to 1935, is the business entity that represents 90% of the volume of exported wine and approximately 70% of the wine consumed in the domestic market. It nurtures wineries throughout the country and works together with its associates in the development of sustainable practices, measurement of the environmental footprint and management of liquid effluents from the wineries, among other actions that reinforce the competitiveness of Argentine wine in foreign markets.

The Academia Argentina de la Vid y del Vino (AAVV) is another national, non-profit institution, established on November 23, 2007 that works on the study, debate and communication of issues or concepts related to the wine industry from an academic position, which provides an objective opinion about them.

The AAVV is made up of the following sections: Viticulture, Oenology, Economy, Wine Culture and Wine Legislation and its objectives are:

- Sponsor, support and stimulate research in wine science
- Disseminate scientific knowledge through conferences, symposia and forums, publication of books or magazines, among other appropriate means for that purpose, and
- To promote the progress of Argentine viticulture, through the improvement of the disciplines linked to its development.



Claudia Inés Quini, Argentinian scientist and researcher at National Wine Institute, has been President and Vice-President of OIV. She's active in different societies and associations now.

Among the many issues addressed are: the crisis of the small and medium agricultural producer, the concept of terroir, the management and use of water, (a concept of utmost importance in a region that is arid and with irrigated viticulture), the application of the artificial intelligence in the world of wine, and many others.

I can also talk about my experience as a member of the **Asociación de Mujeres del Vino Argentino A.MU.V.A.**, a non-profit civil association. The decisive role of women in all levels of wine production and marketing is known to all.

Women have great internal strength that allows us to overcome difficult situations and adapt to the most diverse conditions. Fortunately, this participation is greater every day, so its complementation facilitates the exchange of experiences, innovation proposals, and contributes to greater advancement and development of the vineyards and wineries in each region.

This association (AMUVA) has as main objectives, among others:



- to promote the culture of wine, its dissemination, and the responsible consumption of wine through the contribution of women,
- to propose improvements for the wine sector, and
- to promote corporate social responsibility to allow the improvement of the quality of life of each of the actors in the sector.

In addition to the aforementioned institutions, in recent years there has been an increasingly marked tendency among businessmen and winemakers to group together or meet to exchange experiences, evaluate or jointly deal with the problems that are presented to them, and mutually empower each other, leaving behind behaviors of isolation and selfishness. This leads to the formation of true zonal or regional clusters that result in the strengthening of the sector and the quality of the products produced. As an example, I cite the Enology and Tasting Group in which 79 members participated, including businessmen and winemakers from important wineries, professionals, and academics. ♣

Argentina is one of the world's largest breeders and producers of vine seedlings.



CZECH WINE FUND

Wine Producers for Themselves

Perhaps a good example for other smaller wine-growing countries can be the system of support for Czech and Moravian viticulture and wine industry. Although the system has its critics and opponents, it is tested by time and brings good results. It is up to the winemakers to nominate such representatives to the Board of Directors who will best represent their interests. The Minister of Agriculture names by decree experts representing individual regions, branches, and wine associations as the members of the Wine Fund's Board of Directors.

The Wine Fund was established by the Act on Viticulture and Wine Production in 2002. The main purpose of its activities until the accession of the Czech Republic to the EU in 2004 was to support the planting of vineyards.

Later the Fund starts to support wine marketing, the development of wine tourism and informing the public about viticulture and winemaking.

The fund is not an executive unit, but above all an entity that decides on contracts and pays for them. The main activity of the Fund is the communication campaign "**Wines from Moravia, wines from Bohemia**" to support sales of wines of domestic production. To do this, the Fund uses various communication platforms, including television advertising, radio, press, POS (point of sale) communicati-



The source of income of the Wine Fund is the statutory contribution for each litre of wine produced and each area planted with vineyards. Its amount does not reach even 1% of the price of wine. A good motivation is that the same amount as the producers contribute to the Wine Fund will be added to the Fund's account by the Ministry of Agriculture in the next budget year.

on, and wine events. For a three-year period, a creative communication agency is selected in a public tender, which prepares proposals. These are then approved by the Board of Directors of the Wine Fund. The purchase of advertising space is provided by a media agency selected also in a tender.

The Wine Fund co-finances education, publishing of books on wine (including this book),



exhibitions, wine festivals and has been the organizer of national exhibition booth at international trade fairs, so far as it was possible.

WINE COMPETITIONS

One of the important disciplines is to support the participation of our wines in major world competitions. The Fund has concluded an agreement with two entities - the National

Wine Centre and our publishing house editing the SOMMELIER magazine, and each of these entities ensures the joint participation of wines in established and prestigious world competitions according to zones of influence and interest. The Fund contributes to each participating winery 50% of the entry fee for two competition samples and covers the costs of administration and transport of samples to



the competition venue. We usually send samples securely packed in special cartons on pallets by air cargo or road freight collectors.

The achieved results help to build and strengthen the goodwill of our wines not only on the domestic market but also internationally with more than 1000 Platinum, Double Gold, Gold and Silver medals from the most famous International competitions worldwide.

ST. MARTIN'S WINE

A special and highly successful project is "St. Martins Wine". Everyone knows the amazing marketing story of Beaujolais Nouveau.

The inspiration for every national wine producers association can be how the Czech Republic managed to create a national wine icon, how we let flourish a new tradition which complemented the Beaujolais tradition in early years, caught up with it and finally surpassed it.

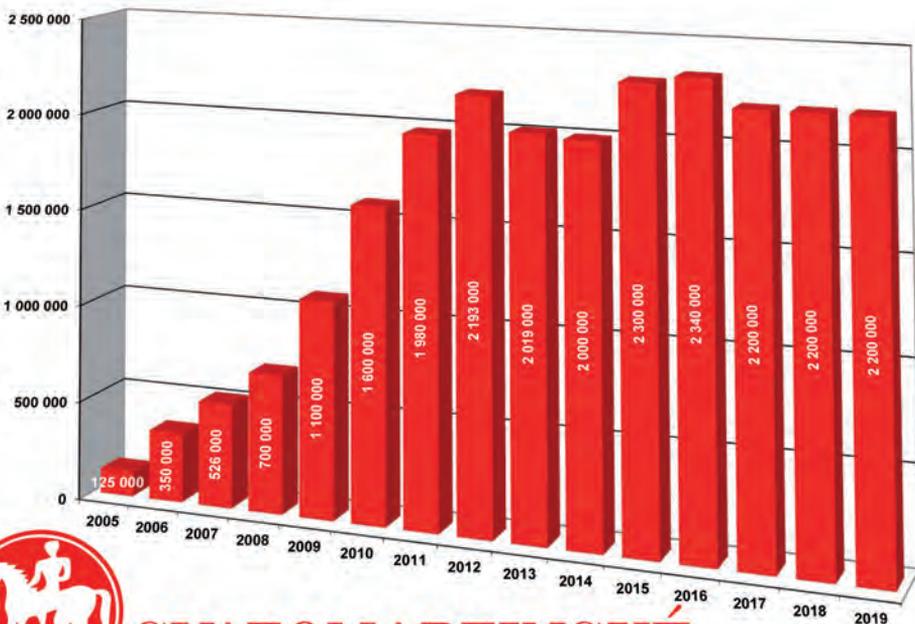
The idea was: Any winemaker needs mo-

ney as soon as possible after the harvest, which cost him a lot of money. So, he needs to sell young wines quickly. The Wine Fund has launched a massive St. Martin's campaign referring to some historical habits.

In fact, the St. Martin's tradition has been forgotten for more than 100 years. We told the Nation that there used to be a period when landlords and farmers paid maids and peasants after the end of the season and signed contracts with them for another year. It was celebrated with good food and young wine.

This aroused public interest.

Already after a few years, the survey revealed that the public perceives St. Martins Wine as a tradition since the Middle Ages! Probably the best part was the idea of connecting young wine with the golden St. Martins oven roasted goose. The Czechs like food, so after a few years the smell of the Czech goose erased the Beaujolais midnight kiss.



SVATOMARTINSKÉ

The St. Martin's Wine project has been awarded several times in various surveys and marketing competitions as the best marketing project in the field of wine.

The result is, in a country with 10 million people, **every November about 2,2 million bottles of new fresh wines from actual harvest are sold in only one week.** The wines were checked by the jury and only about 2/3 passed thru this checkpoint. The Wine Fund provides the allowed wines with free license agreement to use the St. Martin's Wine trademark.

The producers must cover the bottle with cap or screwcap with the specific logotype, distributed by the Fund. This way the Fund knows, how many bottles were offered to the market. This system works well since 2005, but the public today believes the tradition dates since medieval times.

A good example of well-prepared PR!

A clever and successful marketing.

A project worthy of being followed! ♣



Odhalte všechny chutě
našeho Svatomartinského

Užijte si svěžích ovocných chutí všech našich mladých vín, ať bílých,
růžových, nebo červených. Zás je tu Svatomartinské!

National Wine Centre

The National Wine Centre is a non-profit organization whose objective is the promotion and support of wine and viticulture of the Czech Republic.

Key Activities of the National Wine Centre:

General support and promotion of Moravian and Bohemian wines in the Czech Republic and abroad in cooperation with the Wine Fund of the Czech Republic.

One of the key areas of our activity is the organizing of trainings and seminars on wine in cooperation with our top lecturers from Mendel University and other institutions. Every year, we train more than 1,000 people who are interested in wine education.

The training and selection of specialized expert assessors for sensory analysis of wines according to ČSN ISO 8586. incl. special tasting dates focused on training with foreign wines.

The publishing of general and promotional materials about our wine and viticulture and professional wine literature.

The creation and publishing of the „Krajem vína“ (Through the Region of Wine) edition, which supports and promotes wine tourism in the Czech Republic (more)

Operation of the national web site about local wines - www.wineofczechrepublic.cz

The organization of the Grand Prix Vinex (www.grand-prix-vinex.cz) international wine competition in cooperation with Veletrhy Brno (Trade Fairs Brno)..

The presentation of our viticulture and wine tourism at tourism fairs and similar events in the Czech Republic and abroad.

The lecture hall of the Center of Excellence is used to organize seminars and trainings for wine growers and producers but also for its supporters and consumers. ♣



David Falchek 

Executive Director of American Wine Society, a nationwide association that brings together over 8,000 members engaged in wine in all US states.

He studied journalism and American studies at Penn State University, and obtained an MBA in Business Administration and Management of Nonprofit Leadership from the University of Scranton (NY).



AMERICAN WINE SOCIETY

The AWS is a membership organization with the mission of promoting wine appreciation through education. Those just starting their wine journey join the AWS to learn about wine in their own community. Ambitious consumers and wine professionals join to take advantage of a low-cost means of professional development.





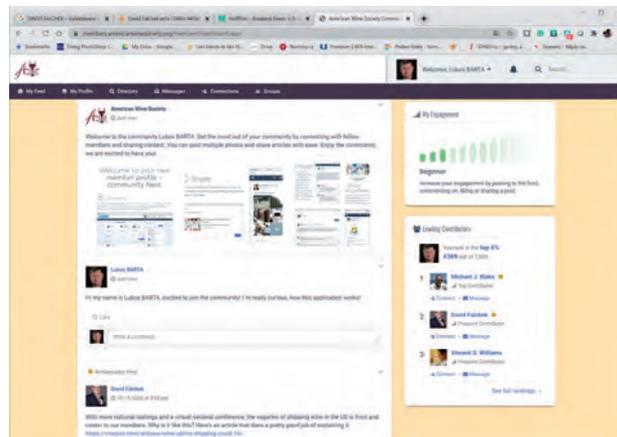
The AWS is built upon a foundation of more than 170 local chapters, where our members meet regularly to taste wine and learn about wine. Covid put an end to that. But what we saw was some chapters using the free version of Zoom, and we saw others using tiny bottles to divide wine for tasting in advance and distributed it effectively. As you can imagine, the cost of wine for each individual to purchase would be very high.

The national organization, seeing some chapters doing this, purchased an enterprise version of Zoom that included 10 licenses and we offered those licenses to any chapter or group of members. Also, the AWS agreed to purchase on behalf of chapters, as many as 8 small bottles for each of members. About two dozen chapters picked up these bottles.

Another way we kept our members connected is through a private, secure social network that we run on our website. It looks very much like Facebook. We call it AWS Online Communities. This helped people to interact with other members.

We also teamed with wineries and wine groups in the industry to offer national virtual tasting – usually through Zoom. We have had hundreds of members take advantage of these and the industry partners appreciate it. Of course, participants have to purchase the wine, but the producer usually offers a special

deal and discount. We have done more than 10 of these and they have been very successful. We will probably continue to do them even after the threat of covid passes. This has been a great help to the industry because they sell wine and connect with consumers. The



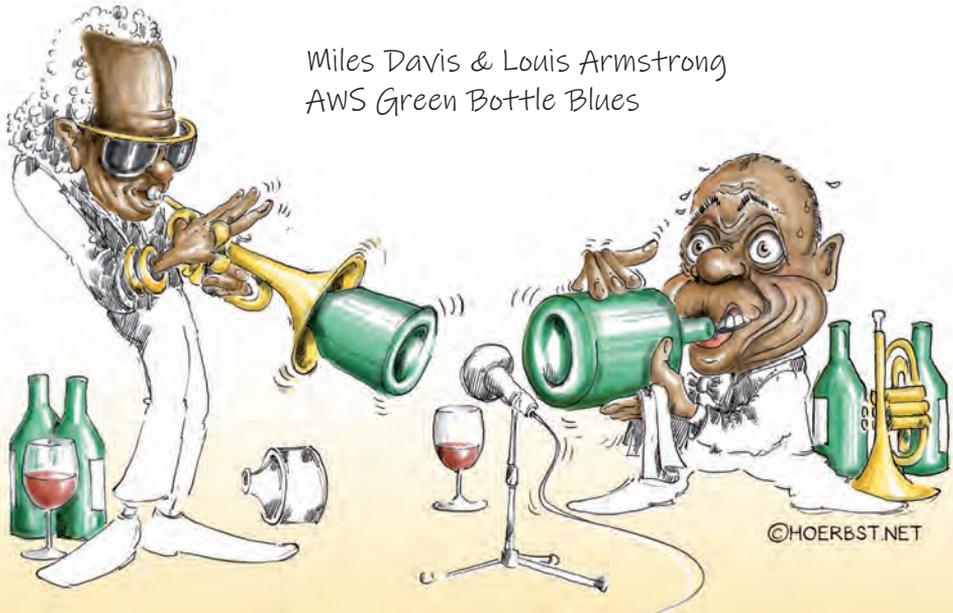
Zoom tasting have become common and it seems like every winery had been doing them.

This year, the AWS became an approved program provider of the WSET. Thanks to WSET's hybrid learning options we were able to have several programs.

People still had to be tested in person, however.

We had to reschedule our national conference this year, as you know. But we were able to have a virtual conference with sessions, and some AWS traditions. Also we were able to continue to have our wine competition, and important tradition that we were glad to be able to conduct.

You are always welcome! ♣



Miles Davis & Louis Armstrong
AWS Green Bottle Blues



Christophe Brunet

French born but living in Spain for over 15 years now. Legendary sommelier, most pertinently representing the evolution of a sommelier career ; from restaurants to the wine trade and now a Wine Ambassador for Primum Familiae Vini representing some of the most famous vineyards in the world and subsequently perennially travelling and interacting with sommeliers all over the planet.

PRIMUM FAMILIAE VINI



Not only the small and the weak ones form associations and cooperatives to be stronger. Even those sitting on Olympus feel the need to be together, talk together, be friends and to support one another. Christophe Brunet, General Secretary of the PFV, wrote about it.

Primum Familiae Vini was established in 1992 and has grown to include a dozen fami-

lies: Marchesi Antinori (*Tuscany, I*), Baron Philippe de Rothschild (*Bordeaux, F*), Joseph Drouhin (*Burgundy, F*), Domaine Clarence Dillon (*Bordeaux, F*), Egon Müller Scharzhof (*Mosel, D*), Famille Hugel (*Alsace, F*), Pol Roger (*Champagne, F*), Famille Perrin (*Rhône Valley, F*), Symington Family Estates (*Portugal*), Tenuta San Guido (*Tuscany, I*), Familia Torres (*Spain*) and Vega Sicilia (*Ribera del Duero, SP*).

The genesis of the PFV came from a common recognition amongst a few European wine families that the continuity of independent wine companies was not easy and that in all of their regions there are plenty of examples of family companies that have closed or been sold to big corporations. The twelve PFV families place great value on continuity but to achieve this there has to be a common recognition. This may sound obvious, but we can assure you that it is a key motivator that unites the twelve families.

The PFV places a strong emphasis on upholding the values inherent to these businesses with respect to their support of charity, social responsibility and the environment. Every year, the association awards an Annual Prize of €100,000 to an exemplary family business in any area of activity that best demonstrates family continuity, quality, heritage, values and sustainability. Alongside this, the PFV host a series of gala dinners and benefit auctions around the world in order raise funds for local charities, present its members' wines and enable consumers to meet the producers face to face.

Funny moment captured by Mika Boudot



Marc Perrin, President of the PFV, commented:

„We in the PFV believe that family companies are the bedrock of regional and national economies. The best family enterprises have a profound commitment to sustainable development and to the environment. Family companies should personify the best values of social responsibility and the kinder human face of free enterprise at a time when globalisation and a rather depressing uniformity have become increasingly prevalent.

By announcing this prize at a time of international crisis resulting from Covid-19, we emphasise the long-term thinking of family companies and our inherent optimism about the future providing we defend the right values.“

The twelve members of the PFV represent the distinctive voice and deep artisan roots of family companies who are committed to the absolute quality of their wines and all have a long history of dedication to their respective regions. The PFV aim to encourage other family companies to continue their independent development and to prove that a family business can be a powerful tool to respond to the social and environmental challenges of our time. ♣

THE TEXAS HILL COUNTRY 2021 Pandemic Valentines Day Ice Storm

Barbara Lecuona

For years, she worked in tandem with Doug Reed in the Hawk's Shadow cellar. Barbara is a classy winemaker and together with her husband, she is a co-founder of Siboney Cellars, Texas Hill Country, located on Wine Road 290 near Johnson City. The winery will open in 2021. Do you still remember one of the most beautiful images, a double page with a psychedelic landscape in this book? The author is Barbara's husband Miguel Lecuona, a Texas photographer with a remarkable talent for seeing ordinary things through different eyes.



February is the shortest month, and the quietest month of winter before spring. And yet for our personal calendars, it is filled with the most celebration dates. Valentines Day of course is February 14. Our wedding anniversary is February 15 - Lucky Thirteen this year! Barbara's birthday is February 25. And numerous winery events push everyone to move forward into the New Year. So to prepare for this annual run of beautiful events, we are always sure to stock up on plenty of food and wine. Because the three words you never want to tell your spouse in February: **"NO MORE CHAMPAGNE!"**

And, for our winery, Siboney Cellars, February is also an important month — electrical power will be brought to the 52 acre site by the utility company; concrete will be poured for the 10,000 square foot facility; the irrigation wells and water tanks will be installed to prepare for spring planting of the 4 acre Merlot vineyard; and tastings will begin for customers.

Mother Nature has an amazing sense of humor... just make plans and you are sure to be challenged. And so it was against this backdrop of celebratory and industry preparation – all during the continuing Pandemic as the wine industry, and of course the world, shifts to a plan for Covid Vaccines and hope for a better year than 2020 -- that the Texas Hill

Country was beset with a Winter Storm unlike any other.

All wine regions in the world have unique weather challenges to navigate. In Texas, we are usually coping with late Spring freezes, hail, intense heat, and thunderstorms during harvest, with flooding rains possible in May or September depending on the whims of the Hurricane season (remind me again why we do this?). The winter of 2020-21 was running a good program of many cold days and enough moisture to replenish the water tables and kill the pests while discouraging early bud break. And as you look at the graph in Figure 1 you can see the first 10 days of February a warming trend beginning to develop, more or less typical of our patterns.

Birds of a Feather

We were elated at the winery when the local Power Company pushed ahead with the installation of the power lines to connect us to the grid (the testing would be two weeks later but the infrastructure was now in place). Then, on February 11, things took a dramatic downturn. Temperatures remained below freezing for a solid 10 days, plunging to a low of 4° Fahrenheit (-16°C!). And a few nights of windy conditions took the feel of those tem-



peratures down to -10°F (-23°C). The first two days of that stretch, we received steadily falling freezing rain, and the entire hill country, indeed much of the vast state of Texas glazed over in a crystal palace of ice. Disney could not have done a better job creating a CGI (computer-generated imagery) world for Frozen than what we experienced.

At first, we were visibly energized with the change in weather, the beauty of nature, and the resiliency of the local animals coping with this new world. We set about our small home filling bird feeders, gathering wood, bundling up the cats, securing the vehicles, and walking our two Akitas. Those dogs are amazing, as the winter storm grew in intensity, and temperatures plunged daily, the dogs seemed to

grow in power, stature, and confidence. And as a photographer, I took the job of documenting the beautiful wonders of the season, particularly the many birds sheltering with us.

Cold Temps, Warm Hearts

As Valentines Day approached, the arctic plunge roared down from Canada, through the heartland of the USA, and deep into Texas. The local weatherman predicted temperatures we never really expect here – single digits, seriously? 5 degrees is that possible? Would our region be prepared for this? Our home is quite modest, built in 1983 -- the heater really cannot keep the house above 65° when the outside temperature drops below freezing at night. So we were thinking, okay inside we will be at 60°F (15°C) so let's build a fire in the furnace, cook a hot meal, and be very happy to open Bordeaux and Burgundy bottles for Valentines Weekend and our Anniversary and serve them at a rare, perfect „Room temperature!“

When the power surged twice on Valentine's morning, we started to get the idea this was going to be a potentially challenging event. And sure enough the power dropped out on our entire rural region near midnight. We heard a thump on the roof, as ice-laden branches crashed down. Then the quiet of

complete winter desolation took over and set in. Now my wife and I are generally speaking positive people willing to take on even the most challenging projects (see our winery, for instance!). And with my Cuban heritage I tend to make light of dark moments, so please don't take this the wrong way. But we did not grow up in the country, or as farmers. And Mother Nature timed this perfectly, striking at the exact inflection point between Valentines and Anniversary, when our guard was down completely. We were caught literally in a false sense of reality, watching the 1954 epic *Seven Samauri* by Kurosawa, and clinging to the last sip of Pol Roger we committed to the celebration late at night when we were plunged into complete darkness. Normally when an outage occurs there's a sense of "temporary" to the event. But this was quite different, and indeed three things were certain: Caring for 4 pets, we could not relocate to a neighbor at midnight. The roads themselves were rendered impassable in our area by the ice, there would be no road clearing trucks coming over the hill, ever. And the temperature was 20F degrees, headed to 5°, with the promise of wind, snow, and more ice. For the next 6 days, it turned out, we would have power at our home for less than 8 hours, total. We were on our own.

So we had to scramble to gain our footing and work out a plan for sustaining ourselves in this rural isolation. Here were some candles reserved for decanting old wine, would they actually work as a source of illumination? And here was our wood furnace, serving as a heat source. Could it also become a hub of sustaining action, possibly a culinary option, day and night, and did we have the fuel for sustained use? And here were our dogs – normally calm and content, now begging to go outside in 10-degree weather, snow, ice and wind. Would the arctic air plunge itself deep into their Akita "Mountain Bear Hunting" heritage, reveal their primordial instinct and provoke them to devour the two cats? Would they pull us off our feet during these winter

walks on sheets of ice?? These are the ridiculous things that surge through my mind when I am intent to celebrate our Lucky Thirteenth Anniversary in the throes of a winter power outage!



Going Analog – Wood Furnace Salvation
Thanks to Barbara's dutiful routine of collecting fallen branches from the back yard, we did in fact have a store of kindling safe and dry inside a now-frozen shed. So I took the first watch, set the fire, and at 5AM rekindled it, placed a pot of water on top of the wood furnace and went to bed. Barbara awoke at 7am and we set about the many tasks we could conceive of – sorting the refrigerator and placing the best frozen items onto the back patio where they would remain solid; moving milk, cheese, butter, champagne, beef and fish we had reserved for the anniversary safely to a cooler in the now-frigid garage. But most immediate threat to my sanity was lack of coffee. So we devised a plan for coffee using a pour-over

pot, ripping the tops off Keurig cups, and a flat trivet on top of the cast iron furnace. BOOM No problem! Encouraged by this success, we put that furnace to work for all manner of culinary delights. Could it re-heat pain perdue? And melt the butter?? Yep. OK how about boiled eggs – yes, in the water pot, it took about 30 minutes. Shades of Sous vide! OK moving on – how about roasting salmon in foil? We put that directly inside the furnace. 30 minutes, perfect. What about a steak? We had some lamb chops set aside for the Anniversary; we should try to cook them since we can't really freeze them a second time. A large cast iron skillet pre-heated on top of the furnace at top temperature, and then onto a grill rack that successfully straddled the small ledge inside the furnace and boom, roasted lamb chops in 10 minutes! We wrapped potatoes in foil and baked them for 90 minutes. Done. Over and over, we would challenge the furnace to

execute something interesting to eat, and not let our freezer full of anniversary treasures go to waste. Every time it came up roses. We fueled it with oak. We fueled it with kindling. We fueled it with Amazon cardboard shipping boxes. We melted frozen bowls of water for the pets. We dried wet wood from fallen tree branches cut with our trusty axe so we could burn it the next day. We melted snow to use for the toilets, preserving our drinking water since the well was frozen. Every morning one of us would awaken at 5AM to set the first fire and start the pot of water to heat, so that by 8am we would have a way to wash up and get warm. And the house stayed just above 50 degrees in the main room (and 45 in our bedroom brrrrr). This is a survival tool I will recommend to everyone, and will never live without!

As we documented the successful use of this furnace, Barbara started to make a diary





of “Glamping with the Lecuonas” (glamour camping for those who want to understand English pimping of terms). Turns out a great many people were interested to know all about this furnace and how to use it during a 6-day power outage! With the grim weather and the lack of any other diversions, we found an audience among our fellow Texans and, together, we stayed in contact via cell phone networks and recharged battery power. We pulled bottles from the cellar, paired them up fearlessly with our culinary furnace, and refused to give into bleak weather-imposed isolationism.

Akitas find their Footing

The two dogs provided some of the most heart-warming moments of the week. Banner, our big-boy Akita, was like a professional athlete, getting stronger every day. He would spend hours outside. He was content to lie on the frozen concrete in 7-degree weather. He would wander all over the back yard marveling at the new snow. He ran across ice-strewn fields. And he absolutely pushed us to walk him as far as we possibly could. The cold air must have filled his lungs with a life force that reached way back into his ancestry, and I’m not kidding about that! And “little” Mieko, the 80 pound Akita, ever the huntress, pursued a new quarry in the snow, chasing after pigeons. She even slept on the couch next to us with cats on our laps. This is a thing unheard of for our relentless hunter! And it’s amazing what pets will do when they know everything is on the line! Needless to say, their positive energy kept us going, and we delighted in their embrace of the worst that winter could impose.

Aftermath

And on the Seventh Day, Mother Nature relented. As the temperatures climbed back to a normal range, Texas began to thaw out, and we could assess the damage done. On a personal basis, we were able to thaw out the well and restore functionality to the home. Apart from fallen limbs we safely came through the 6 days without power. But there were many homes in other parts of the Hill Country that were hit with more ice, snapping power lines and creating extended outages.

The energy companies have brought in extra resources, and the restoration will take some weeks. Texas is asking hard questions about the vulnerability of wind energy and how best to harden the grid against winter stress. The state is by far the biggest producer of wind energy in the USA, despite being a fossil fuel source, it is also a wind energy leader... and in normal conditions, wind provides up to 20% of power to the Texas electric grid. Wind

energy output dropped to zero during this Ice Storm, contributing to failures across the system as other sources tried to make up for the gap in power production. This will take time to assess.

Our winery construction was certainly delayed for a few weeks, so the site will dry out and warm up a bit before committing the concrete to the big pour. But if that is the only significant impact then indeed we are very fortunate. As for the vineyards in Texas, it's too early to tell. Certainly there will be damage done, probably more in the Hill Country than the High Plains. The ice that formed on the vines was not particularly kind, as it accumulated from an ice storm, rather than a gentle enveloping mist. The vines did have some acclimation time, and thankfully bud break had not occurred. That said, we must wait until the spirals and the leaves emerge to really get an accurate sense of damage, loss and varietal heartiness to extremes such as this. We do think Tempranillo will sustain damage, but we just need another 30

days for an accurate report to emerge. Regions to the south of the Hill Country, along the Texas Gulf Coast area, did experience bud break prior to the ice storm's arrival, and though the weather was not as severe, the circumstances will probably prove to be decisive.

There were many cancellations for Valentines Day weekend in the Hill Country. Weddings; Wine Dinners; Club pick-up events. Bookings across the range of motels and B&B's. Tours. I had three projects cancelled due to the weather impact. Since most of the businesses in the area were already Pandemic-Conditioned to endure business interruptions, everyone seemed to take it in. The positive to that is I am sure of fewer traffic-related injuries, fatalities and damage as a result of collaborative decisions taken.

And now the sun has returned, the snow melted. But we will never forget the Ice Storm of 2021. It taught us not to wait for someone else to restore your power.

Instead, Be The Power. ♣



CITIUS, ALTIUS, FORTIUS

The Olympic motto “Faster, Higher, Stronger” was coined by Father Henri Didon, who was a close friend of Baron Pierre de Coubertin. It was adopted by the IOC in 1894. Do you find these words inspiring when you send your wines in a competition? Does the vision of being awarded medals motivate you to become better and better, and maybe even the best??



SUCCESS IN COMPETITIONS DOESN'T COME FOR FREE

I personally think that one of the best POS tools is a medal on a bottle, showing that it has succeeded in a major international competition. Both an expert and a layman will notice this. Not everyone has the same opinion as me for example, Tim Atkins stands on the opposite position, but I stand by it.

Competitions have a number of functions.

Above all, they provide feedback to the manufacturers themselves. Quality competitions inform all competitors about the results achieved by their wines after the evaluation. It can bring about the elimination of operational blindness but also a signal about what wines people like in the world and how my wine compares to current trends. More and more competitions are getting sophisticated with their software so the participants can track

their results immediately once the competition is over. I'm sure the digital revolution will only speed up this process.

The buzz if your wine makes it to the sweepstakes is the best 3rd party endorsement you could want. Fifty to eighty different professional palates sent your wine forward and concur it has the chops, that's more significant than a single critic's review.

Equally important are the awards won. America usually awards one nicely executed metal medal hung around the neck of the bottle, which is then displayed in the winery's visitor room.

"If you get a gold or a silver medal, that has a lot of weight so to speak at retail or in your marketing campaigns. If you don't medal, hardly anyone knows that, unless they want to study 2000+ wi-

nes that were entered and didn't advance so your risk is a low one," wrote Kimberly Charles.

„You're serving consumers; in the sea of choices consumers have, a shelf talker or medal stickers are often the only life-raft they have in an overwhelming situation, do them a favour!"

The USA and Canada are just getting used to the European custom of gluing little medals obtained on to the bottles.

In European countries, self-adhesive bottle medals are a popular marketing tool, although even here the popularity varies from country to country and from winery to winery. Winning gold medals in influential wine competitions can help boost sales and brand awareness for wineries of all sizes. With dozens of competitions held around the country each year, wineries need to pick and choose the ones they decide to enter.

Participation in competitions is not free. To give you an idea, the entry fee is 50 to 200 dollars or euros per sample, plus you need to add the cost of transport, customs duties and local taxes. These costs are really high, especially when the competition asks for 6 bottles of each sample.

However, many wineries are aware that knowing the true quality of their wine and its evaluation by a group of international experts are priceless. Wines are evaluated by juries composed of 4 to 7 judges. The best competitions in the world strive for having equal representation of men and women, producers and other experts, domestic and foreign jurors, judges from both the northern and southern hemisphere and from large and small wine-growing countries in the jury. Their votes are averaged, extreme ratings are eliminated. If someone awarded 100 points to their wine or conversely a minimum points to their neighbor's wine (and they would have to recognize them first!), this system would reliably eliminate it. Some competitions also process the description of the evaluated wines. That is how, e.g. the annual guide „1000 Vins du Monde" is created.

However, the competitions also have a number of other functions that are not visible at first glance. The more wines that compete, the more jurors are needed. Competitions thus become like congresses or conferences, a meeting place for experts in the field and a place for building as well as developing professional contacts. And more and more often they directly connect with congresses.

Two of the most strongly represented groups of judges in juries are the winemakers and technology experts themselves, as well as the professional journalists and wine critics. The renowned journalists, and we know they get inundated with wines to sample and try, many of which never even get to be tasted as it's a full time job critiquing wine. Here, if your wine proceeds forward, you can certainly get their attention a different way.

In some places, such as the Vinalies Internationales in Paris, organized by the Union des Œnologues de France, the first group predominates. In other places, such as the Concours Mondial de Bruxelles, there are more journalists. On top of that, this competition travels the world from place to place year after year. For the country and region where it is held, it is an amazing and unique opportunity to gain publicity! And it works perfectly - Slovakia has tried it and last year we in the Czech Republic tried it too.

An indirect but not insignificant effect of the competitions is that they bring hundreds of people from all over the world to the wine regions for a few days to fill the local hotels and restaurants and because the competitions took place outside the tourist season, it was a welcome refreshment of the local economy. Competitions are currently held when they are allowed to take place and the number of judges is minimized. We hope that changes when we wake up from the current nightmare.

Let's listen to the opinions of people from some of the largest and most prestigious competitions in the world. ♣



Peter Antony

Founder and manager of Berlin Wine Show (Berliner Wein Messe) and Berliner Wein Trophy and the subsidiary competitions in South Korea and Portugal. CEO of Deutsche Wein Marketing (German Wine Marketing). As a native „Moselaner“ from Schweich on the Mosel, he has bought in recent years the Hofgut Domain Avelsbach, winery based in a historic and cultural monument under protection of State Office for Excavation and Monument Protection.

Peter Antony is a big man in the true sense of the word as well as in the figurative sense. He is an entrepreneur, businessman, hotelier, winemaker, lover of very fast cars, coffee and excellent wines. He is the managing director of Deutsche Wein Marketing, he created the consumers wine trade fair for Berlin (and the rest of Germany). But above all, the father, founder, sponsor, leader and director of the Berliner Wein Trophy and their siblings.

BERLINER WEIN TROPHY

We could sit opposite each other and drink Latte and talk, but the time decides that it was more like „calls across the ocean,“ as Jan Werich used to say. Definitely a long-distance conversation between Hrusice village and a nice winery somewhere on the Mosel 1000 kilometers to the West.

I was in doubt where to put this instructive interview - it could have been as good in the marketing part as it was in the PR chapter. There is plenty of both in it! It is logical, after all, that we eventually included him in the chapter of competitions. He explains both PR and marketing on the example of his wine competitions.

Please introduce DWM (Deutsche Wein Marketing) and its activities and describe the true stories of Berlin, Asia and Portugal.

DWM Deutsche Weinmarketing was founded in 1993 to put on a wine show. The first wine show in 1994 was a marketing event. At

the time, we had just opened a large event venue in Berlin and wanted to make it known to the public. I myself come from a small winery in the Mosel wine region, and it was there that we, me and my business partner Lothar Urban, came up with the idea of introducing a new type of wine show in Berlin. An end-consumer fair where everyone can buy, which did not exist at the time with this concept. Until then, wine makers had always rented a small room somewhere and only invited their customers. Most of the time you would stand in front of 6 or 7 visitors and gain very little business, despite having spent a great deal of money on your event. The idea and the concept was to gather these wine makers together, give them free tickets for their customers, and issue even more additional free tickets to a very special audience. In 1994, we had around 50 stands with wine makers and merchants and anticipated around 500 - 800 visitors. Almost 1000 visitors came, and the show was a great succe-



ss. Thus the Berlin Wine Show was born, and it continued to grow in the years to follow, first with more than 5000 visitors in 1998, then more than 15,000 in 2007, and more than 25,000 in 2017. Having received more than 30,000 visitors and 300 exhibitors in 2017, we began collaborating with Messe Berlin and switched to their exhibition halls. With such a strong partner at our side, we received almost 40,000 visitors and 350 very satisfied exhibitors in 2020, which made us the largest end-consumer show in Germany and, with Messe Berlin, won us a fantastic partner in the organisation. Unfortunately, the 2021 show was cancelled due to the situation with which you'll be familiar; in 2022, however, the show will be something very special and we'll be inviting all wine makers from wine-growing regions around the world.

By chance, the Berliner Wine Trophy developed from the Berlin Wine Show. At the first wine show, we organised a competition together with a well-known daily newspaper, called the Berlin Wine Award, for exclusively those exhibitors present at the wine show. Consumers were able to apply to be judges



and participation was free of charge. The objective was more public awareness and certificates for the participants, which would then inspire visitors to taste products at the stands. Approximately 160 wines were submitted. But we encountered a problem shortly into tasting: the judges weren't ready to spit the wine out, rather they drank the wines enthusiastically. After approximately 2 hours and 90 samples, the tasters were quite beyond drunk, which resulted in a number of strange scenes



time. In 2001, the OIV looked at the competition for the first time and awarded us patronage from 2003 onwards. At this point, the samples submitted were still only from exhibitors. Due to its size, however, there were roughly 450 wines, still free of charge.

For legal reasons, no official wine award could be held in Berlin at the time and attaching medals from the Berliner Wine Trophy to bottles was not permitted.

To be officially recognised as a competition within the framework of the German Viticulture guidelines, a law on these guidelines had to be amended first. And this required approval from the German Federal Council. This was achieved in December 2005 in collaboration with the Berlin Senate, which allowed the first official Berliner Wine Trophy to take place in January 2007. So you could say that we managed to get a law amended for the Berliner Wine Trophy. By 2007 we had done the work, created the specific guidelines, telephoned around, and tried to arrange a location for the competition. Fees were introduced, international judges invited, and much more. Despite

and ratings in the medal area. At the time, the Berlin Wine Award was not an official tasting.

From 1995 onwards, only professionals were invited, and in 1997 the competition was renamed the Berliner Wine Trophy. The competition was nonetheless still not official at this

many gifts, i.e. free submissions, only 870 wines were submitted.

In collaboration with a wine merchant, we bought a total of 150 samples from a variety of trading houses, markets, and so on, in order to crack the magic number of 1000 different samples. What a time; everything was hand-labelled, incorporated into Excel tables and tasting sheets filled out by hand and then sent by fax, and much more.

The Berliner Wine Trophy was and still is a passion. And those making submissions saw and acknowledged that. We had 2000 samples by 2008, and the number of samples, submitters, and participants continued to grow in the years to follow. At present, the Berliner Wine Trophy has a self-appointed maximum number of samples that can be submitted, which stands at 7000 per event (winter and summer). This ensures that the event can be overseen with precision and that it doesn't descend into a mass event. Over the years, Asia and Portugal have been added as tasting events. Each event is held in collaboration with the local authorities and wine-growing regions (Portugal). This internationality is also what defines DWM.

Everything is processed by our system, which was developed by our EDP department itself, and updated on a continuous basis. In addition to the OIV, we also currently have the patronage of UIOE, the International Union of Oenologists, we are a member of Vinofed, we have award winners conduct analyses at our expense, and have also placed ourselves under notarial supervision to ensure testing is conducted in the proper manner.

And the most important thing of all: we all have lots of fun at the event, we work on the trophy passionately, we're always there creating as much added value for participants as possible, such as digital photos of each wine submitted; or the Asia Wine Trophy as well where the costs are covered by the city of Daejeon and DWM to give participants access to the Asian market. We're also always there for



our participants and available to answer any of their questions. Given the number of samples, none of us can afford to think we're too good for a job; we all push pallets around, put bottles away, or fill paper containers in the yard. And I'm proud that we as DWM work like this as a team. And that's what defines our success and our position.

What's the future of wine competitions? Will they continue to be a powerful marketing tool?

Yes, of course they will. More and more consumers are becoming overwhelmed by the number of different wines. An award from a recognised competition can help immensely in this regard. Unfortunately, legal controls on competitions have been abolished, which has caused a great number of charlatans to clutter the market who have in no way earned the distinction of „objective“. There are, nonetheless, many good ones as well. And of course the patronage of the OIV is a great guarantee of strict monitoring by a higher institution. I would like to emphasise that almost all of the largest international competitions also work



in absolutely the correct fashion without OIV patronage. I think we'd all be happy to have a controlling body which is responsible for all competitions.

Will the competitions change under the new conditions from a technical standpoint? Here you have to differentiate between technical conditions in wine production and the implementation of competitions.

Improved conditions in the production of wine have naturally resulted in the quality of wines getting better and better. Wine enthusiasts will now disagree with me and refer to these wines as mass-produced wines while singing the praises of outstanding wines. These wines will naturally continue to exist, and they constitute an important part of the market. But normal consumers want to drink a bottle of wine in the evening which doesn't cost more than 7 or 8 euros, and in most cases even significantly lower than that. Other wines are financially unfeasible for them. And the quality is constantly increasing in this regard thanks to technical innovations. Count-

ries which were laughed at 10 years ago are now producing wine in extremely good qualities. We are noticing this primarily in judges' reactions, who are very surprised when they are given information about the wines when the blind tasting is over.

Technical innovations and further developments naturally also result in advantages in the competitions. A more precise assignment when creating the flights, better monitoring through analysis, faster and more precise rating during tasting, and much more. The medal tables are also shifting at OIV tastings. We are only allowed to give awards to 30% of the wines submitted.

Due to their high quality, this 30% is almost exclusively populated by gold medal winners, because of course the highest number of points goes down until the cut-off at the 30% mark is reached. Not much changes in the absolute top range of wines with great gold medals, but silver medals are rarely awarded because there is such a large number of quality wines at gold level.

But, on top of all the technical innovations,

the most important thing remains the quality of the producer, the cellarmaster, and, in competitions, the judges. And the same applies here: nothing works without passion and love for wine.

Will juries be served by robots (that's not a joke - I've seen it in Beijing); will they be in separate rooms?

So, I can only speak for us at Berliner Wine Trophy: technical progress also has its limits somewhere. It always makes me happy to be poured a glass of wine by a smiling service employee, rather than having a machine standing in front of me.

Imagine you're sitting at a table with 6 judges with a machine standing in the middle and a green light flashing whenever a new wine arrives. You then place your glass underneath and the wine runs through

Or will competitions be replaced by individual ratings from „new Parkers“ due to limited travel?

There won't be a new Parker or Johnson anytime soon. That involves much more than simply training as a wine specialist. These people shouldn't be taken as examples. There are quite a few others here who give objective ratings as well. But there are also many others who use the seal to earn money quickly.

For me, ratings from individual people, with the exception of a few particular individuals, are no substitute for objective competitions. If you know the wine's producer, the country, the price, the distribution, in short, the parameters which influence an objective decision, how could an objective rating be possible? For example, the price of a wine influences the rating very quickly, and even a well-known name can produce a bad wine. In a proper competition with



gh a hose into your glass, with a gong sound announcing that a new wine is ready after 3 minutes. The thought alone gives me goosebumps. Wine is a product that deserves to be evaluated with care. And I owe it to the producer to rate their product with the degree of respect that their product deserves. .

a blind tasting, such as the Berliner Wine Trophy, the judges only know the vintage and the grape variety to classify the wine during the tasting.

On the German market - are medal stickers valued as a POS tool? Or bottle neck speakers and shelf tags?



The medals are valued as stickers on the bottle on both the German and International market. Bottle tags less so because they are too complex and expensive to produce. Shelf tags, whether attached to shelves or produced as a display, are used as well, but, again, rarely. Medals such as stickers are valued because they are right on the product and influence customers straight away when they're deciding whether to make the purchase. You don't have to look for long, you don't have to assign the wine, the sticker catches your eye right away.

How will winners be announced on your website, mentioned in press releases and featured in next year's promotional material so as to raise awareness of winners from wineries?

Winners will, of course, be announced on our website. Many participants then use the medal to advertise directly on their own website and in printed material. We send out press releases, a great deal is announced on social media, and we are currently working on more tools to further intensify the presence and proliferation of the results. In Germany, the Berliner Wine Trophy is the most well-known of the International competitions (according to a study by Geisenheim University from the viticulture course). It's also leagues ahead of all individual evaluators.

What's the advantage of organising three (actually four – winter and summer Berlin) different "sister" competitions? And what's the downside?

In our case, it's absolutely not an advantage in the sense of „more competitions more money for the organiser.“ The Asia Wine Trophy is free of charge for participants of the Berliner and Portugal Wine Trophies. The costs to put on the event are borne by the city of Daejeon (South Korea) and DWM. The Asia Wine Trophy is the largest competition in Asia, it is widely known, and raises awareness of all the other trophies as well. When the Portugal Wine Trophy began, Portugal still did not have an international OIV competition. And people in Portugal appealed to us to see whether we could envision something like that. The advantage for us is International relationships, including



strengthening those between individual judges and positioning our brand. But I don't think we'll be adding any more competitions in the future, although I don't want to rule it out either. But then, it has to be something special and there has to be no official OIV competition taking place in the country, because we won't compete with our colleagues.

...and a very important aspect - What does VINO FED mean and why are the Vinofed competitions so reliable and trustworthy? You're the only one introducing this fantastic umbrella organisation to the general public!

Vinofed is the amalgamation of most of the competitions operating under the patronage of the OIV. In other words, they are carried out under the same requirements and quality standards and with the highest official quality

standards set by a supranational organisation representing wine-growing nations. That's something serious and trustworthy which you can expect at Vinofed competitions. So, in any of these competitions, you can be sure that you're in the best of hands.

Even others introduce this association to the public. Perhaps the size of the 3 events Berlin, Asia and Portugal simply gives the impression that we put a particularly strong emphasis on this. ♣



Chan Jun Park

Chan Jun is a Korean engaging in a wide variety of activities in the wine industry. As Asia Director of Asia Wine Trophy, the only OIV wine competition in Asia, Initiator and Director of Asia Wine Conference, Vice-President of Korea International Sommelier Association, Wine Writer and Educator, he is the most internationally active Korean."

I think wine competitions will go back to their place where they were when the pandemic is over because they are a powerful marketing tool which the wine producers need. From our experience, we know that consumers also prefer award-winning wines. I don't think that the wine competitions technically will change at the time of Covid-19. It does not make sense that robots serve the wines at the moment. More important is the security of the judges which can be provided by following the safety rules. The Asia Wine Trophy, the largest wine competition in Asia, will not be replaced by any individual rating. It is a competition under the Patronage of OIV and Vinofed, organized by DWM in cooperation with Daejeon International Marketing Enterprise (DIME). We are happy about excellent media coverage, done by about 30 media representatives of the most important trade media in Asia. We are very proud of this. ♣



Winning an exotic competition can also bring a position on the front page. And that's a strong marketing argument!



The most beautiful part of competitions is always the announcement of the winners. In some places, such as Michelangelo in South Africa or Vinalies in Paris it is done in a very festive way. The prize for the winning wine is accepted by a member of the jury - a representative of the country. So, in Paris I have received the award for the winner of the category on behalf of the Horák Winery twice already.



When I visited the famous Gloria Ferrer sparkling wine factory, I found the award for the best sparkling wine from Finger Lakes 2016 displayed there. This piece of Czech crystal with hand-crafted engraving was donated by our editorial staff. Two years later, Bonnie and Iva handed out hand-cut Crystalex Elements glasses for the best red wine to Ron Yates at TXIWC.



Michelangelo awards, Cape Town, South Africa



At the last Terravino in Jerusalem, the prize for the champion was received by Captain Lucie Šimonová. She is a boutique winemaker, who served in the units of the UN security mission along the Israeli-Syrian border..



Winery Ludwig

THE TASTE THAT AMERICA IS MISSING
THE TASTE OF WINES FROM THE HEART OF EUROPE
THE TASTE OF CZECH WINES LUDWIG
AWARDED AT AMERICAN COMPETITIONS



Finger Lakes IWC, NY 2020: 1 x DOUBLEGOLD, 2 x Bronze
Texas IWC 2020: 1 x Gold, 3 x Silver, 2 x Bronze
Great American IWC, NY 2020: 2 x Silver, 4 x Bronze
San Francisco IWC 2019: 1 x Gold, 1 x Silver, 3 x Bronze



OIV STANDARD FOR INTERNATIONAL WINE COMPETITIONS AND SPIRITUOUS BEVERAGES OF VITIVINICULTURAL ORIGIN

Article 1: DEFINITION AND OBJECTIVES

The present standard provides that “competitions” refer to competitions with previously registered wine or spirituous beverages of vitivinicultural origin which are eligible to be granted an award based on quality. The quality is evaluated by a qualified jury and the competition is carried out in strict compliance to the provisions set out in the present standard.

The objective of the international competition shall be:

- to promote knowledge of wine and spirituous beverages of vitivinicultural of outstanding quality,
- to encourage their production and responsible consumption as an active part of civilisation,
- to make known and present characteristic types of wine and spirituous beverages of vitivinicultural origin, produced in various countries, to the public,
- to raise the technical and scientific level of producers,
- to contribute to the expansion of their production,

Article 2: FIELD OF APPLICATION

2-1. Competitions sponsored by the OIV

Without prejudice to stricter rules, the present standard applies to competitions which call upon the sponsorship of the O.I.V. The conditions for granting sponsorship are defined by the guidelines as provided in the Internal Rules of the O.I.V.

For these competitions, the O.I.V. appoints an expert commissioner for the competitions. He/she participates in the works of the different juries. He/she has the duty of verifying that rules enacted by the present standard are abided. The Organiser must, prior to or simultaneously to the conducting of the competition, allow the commissioner to access all useful information by putting a technically competent person at his/her disposal. He/she draws up a detailed report for the O.I.V. on the conducting of the competition. Based on this report, the O.I.V. may make recommendations and may cancel sponsorship before the forecasted deadline.

Only those competitions sponsored by the O.I.V. are authorised to use the name, abbreviation the logo of the International Organisation of Vine and Wine under the conditions set out in the above-mentioned guidelines. The competitions are presented on the O.I.V. internet site.

2-2: Other competitions

The organisers of other competitions which use all or part of the present standard may under no conditions make reference to the O.I.V.

The O.I.V. shall take action it deems opportune to prevent the improper use of its name, abbreviation or logo.

Article 3: PRODUCTS ELIGIBLE TO COMPETE

The competition is open, without discrimination, to all wines and vitivinicultural spirits, in accordance with the definitions of the “International Code of Oenological Practices” of the O.I.V. All products must have an indication of

the country of origin and of the place where grapes were harvested and where the spirituous beverages of vitivinicultural origin were made.

All these products must be destined for sale and must be from a homogeneous batch of at least 1000 litres. On an exceptional basis, a reduced volume, of at least 100 litres, may be admitted upon justification of a particularly low production. All samples must be presented with labels and commercial presentation. If the product was packaged specifically for the competition, the sample shall be accompanied by explanatory documents justifying the status.

Article 4: REGISTRATION PROCEDURE

The registration form for each sample must include:

- the complete and exact identification of the participant who has the right to market or distribute the batch corresponding to the samples
- the exact designation of the product, in accordance with the regulations of the country of origin, the colour as concerns wines, and if possible, the vintage and indication of age and any possible contact with wood
- the category of the product, in accordance with Annex 1 (at <https://www.oiv.int/public/medias/4661/oiv-concours-332a-2009-en.pdf>), sub-groups may be further divided or regrouped, at the discretion of the organiser, the analysis certificates, in conformity with Annex II, carried out by an accredited laboratory or by a competent laboratory in conformity with the laws of the country or certified by an oenologist¹ in charge of the wine cellar,
 - grape variety (ies) and their percentage in wine and, if necessary, in spirituous beverages of vitivinicultural origin,
 - the quantity of the sample available.



Article 5: TESTING AND STORAGE OF SAMPLES RECEIVED

1. The organiser shall verify the receipt of sam-

ples with the registration form and the official documents accompanying them. Attention shall be paid to the correct use of appellations of origin and geographic indications. Samples which do not respond with the provisions of the present standard shall be rejected.

2. Samples must be stored in a secure place under temperature and atmospheric conditions guaranteeing preservation.

Article 6: CLASSIFICATION AND ORGANISATION OF SAMPLES PRESENTED

After testing, based on the registration documents and analysis certificates, subject to the accuracy of the registration in each category, the samples shall generally be presented to the jury, in each category, in the order of vintages whilst taking into account the contents of sugars and, where relevant, according to the wooded or unwooded characteristics.

Article 7: DESIGNATION OF JURORS

1. The organiser responsible for the competition shall designate the jurors. The organiser may ask the O.I.V. to suggest names of experts from different countries.

2. The samples shall be evaluated by international juries, whose numbers shall be set according to the nature of wine and spirituous beverages of vitivinicultural origin presented at the competition.

3. In a jury, it is appropriate to respect a great geographic dispersion in the origin of the jurors. Within the same jury, the absolute majority of the jurors may not come from the organiser country. It is desirable that one of the jurors represent a mainly consumer country.

4. In principle, each jury shall be composed of 7 jurors, of which a maximum of three nationals may be from the organising country. In any case, the number of jurors can not be less than 5 of which a maximum of two nationals from the organising country.

All the jurors shall have tasting technique skills and the majority of jurors shall be oenologists or persons with an equivalent diploma in the field

of wine or spirituous beverages of vitivinicultural origin. Persons having demonstrated a high qualification for tasting in the field of wine and spirituous beverages of vitivinicultural origin may complete the jury. The organiser must ensure that they have data about jurors, which is constantly kept up to date, to ensure their constant evaluation.

5. The juries shall function under the authority of a President, who should be an oenologist, and who may be a member of the jury or a person with an equivalent diploma in the field of wine or spirituous beverages. One single President may likewise be envisaged. The President shall ensure, in liaison with the organiser, the general functioning of the jury, in accordance with article 10.

6. The jurors shall be designated „intuitu personae“. Therefore, they may only be replaced by the authority which designated them. The organiser must take care that a juror does not participate in a jury if he/she has a commercial relationship in relation to one of the samples presented.

Likewise, a juror must not be invited to participate according to his/her contribution in terms of samples but based on his/her skills.

Article 8: DUTIES AND RESPONSABILITIES OF THE ORGANISER

The organiser of the competition shall be solely responsible for the material running of the competition and its' inherent risks. He/she may be assisted in his/her duties by a legal expert.

The organiser shall ensure correct preparations, examination of samples and communication of the results as well as constant evaluation of the jurors. The organiser shall endeavour:

- to oversee the absolute anonymity of samples submitted to the jurors as well as the secrecy of the results until the close of the competition,
- to test the organisation of the tasting for which it has responsibility before constitution of the juries. Notably it shall verify the order in which the samples shall be presented,
- to test the opening of the samples in an adjoining room, their temperature, their identity and their anonymity for the members of the jury;

also oversee correct handling and serving, to test the running of the secretariat responsible for the examination of the results; distribution and collection of score sheets, verification of identification of samples, calculations, posting of the results,

- to provide an information session beforehand to all jurors on the use of the score sheet and its descriptors, correctly illustrated by one or two practical examples,
- to ensure that any comments from the tasting which may be circulated are the result of tasting during the competition,
- to allow a second tasting of a sample, notably when:
 - the majority of jurors request it,
 - and each time the President of jury deems it useful, to allow on an exceptional basis, a tasting by another jury.

Article 9: GENERAL FUNCTIONING OF THE JURIES

1. Discipline

Absolute anonymity shall be a fundamental principle of competitions, consequently:

1.1 The jurors shall remain silent and make no gestures or facial expressions indicative of their impressions during the wine tasting and rating.

1.2 Before each sample shall be served, a data sheet of samples presented and corresponding score sheets shall be placed at the disposal of the jurors. Technical indications related to samples shall be indicated on the score. The name of the juror or his/her identification and his/her signature shall be included on the score sheets. For computerised competitions, a data sheet of the samples with the jury's average score must be provided to the President of the jury every day for control purposes and signature.

1.3 The personnel collecting the sheets shall ensure that score sheets are correctly completed. The president shall sign the sheets for authentication and to verify the correct entry of data for electronic score sheets entries for computer entries.

1.4 Duplicates of score sheets shall not be left with the jurors.

1.5 The organiser shall provide jurors with a consolidated list with the geographic origin and, if possible, grape varieties of each sample, at the end of the daily tasting sessions.

2. Material functioning

Once the jury is formed, the jurors shall meet for one or more preliminary explanatory meetings and for a group tasting. Comparisons of results shall be made with different jurors. Special attention shall be paid to score sheet instructions and to the significance of descriptors.

2.1 The jury or juries shall be seated in an isolated, quiet, well-lit, well-ventilated, odour-free room. Access shall be in principle prohibited to all persons who are not essential to the organisation of the tasting. Ambient temperature must be maintained, to the extent possible, between 20 and 24 °C.

Smoking shall be forbidden. In addition, the juries must avoid using perfumes, which may disturb the sessions. Mobile phones must be turned off. A second adjacent room, outside the jurors' view, shall be reserved for opening bottles and for concealing all signs enabling the sample to be identified. Smoking is forbidden. Strict discipline and silence shall be observed.

2.2 In all cases, the bottles shall be placed, beforehand, in packaging which conceals the form of the bottle and guarantees the anonymity of the sample. This packaging must guarantee anonymity for the duration of the tasting. When necessary, the original stoppers shall be replaced by an anonymous closing system; In addition, the jurors must never know the identity of the samples presented.

The number of the service on the packaging must be different than the registration number. The expert commissioner of the O.I.V. shall ensure the manner by which the anonymity of the sample is guaranteed.

After controlling the service number and the agreement of the President of the Jury, the glasses shall be filled in the tasting room in front

of each juror.

2.3 Each juror shall receive a permanent number. The juror shall be provided with a seat and an individual table with a white surface bearing his/her number and with:

- a carafe of cold water
- pieces of bread
- paper towels or handkerchiefs
- discard receptacle.

2.4 Each sample must be presented in a glass corresponding to the category, at least the standardised international type (ISO 3591: 1977). It is recommended that glasses be changed for every sample.

2.5 The tasting session shall preferably take place in the morning. Each juror shall taste at the rate of no more than 45 samples per day, without prejudice to possible tastings asked again by the President of the Jury, in three sessions of approximately 15 samples each of dry wine or two sessions of 15 samples of dry wine to which may be added a session of 10 samples from other categories.

For spirituous beverages of vitivincultural origin, the taste-testing shall be done at the rate of no more than 30 samples per day, in five sessions of approximately 6 samples each. In the case of going over these levels and within the limit of 50 samples per day, detailed information must be explicitly mentioned in the competition regulations.

3. Presentation of wine and spirituous beverages of vitivincultural origin.

Each product shall be tasted individually and not in comparison.

4. Breaks

There shall be a 15 minute minimum break between each session, during which the organiser shall ensure that the jurors have beverages and food available which shall not interfere in pursuing taste-testing.

Article 10: ORDER OF PRESENTATION OF SAMPLES AND TEMPERATURE

1. The objective of categorising wine and spirituous beverages of vitivincultural origin shall essentially be to present homogenous, successive series of samples based on the following categories and criteria: geographic provenance, vine varieties², vintage, sugar contents, wooded or unwooded characteristics. These series must be reviewed in a rational order.

1.1 The wines shall be tasted by jurors during sessions, in principle in the following order:

1. Sparkling whites
2. Still whites
3. Sparkling rosés
4. Still rosés
5. Sparkling reds
6. Still reds
7. Wine under a film of yeasts
8. Naturally sweet wine
9. Ice wine
10. Liqueur wine
11. Mistelles

1.2 Spirituous beverages of vitivincultural origin shall, in principle, be tasted in the following order:

1. Wine spirits,
2. Brandy/weinbrand
3. Grape spirits,
4. Raisin spirits,
5. Grape marc wine spirits,
6. Wine lees spirits

2. The organiser shall ensure the dispatching of the samples between the juries.

3. Every morning, before the first tasting session, the jurors must be presented, under the same conditions as per the tasting, with a product preferably of the same type as the forecasted series in view of their "mouth feel". The tasting and the scoring must be discussed together within the jury.

4. Much effort needs to be paid in order that the wine and spirituous beverages of vitivinci-



culture origin are tasted by the jurors at the following temperatures:

- white and rosé wines: 10/12 °C
- red wines: 15/18 °C
- sparkling wines: 8/10 °C
- naturally sweet wine, ice wine, liqueur wine and mistelles: 10/14 °C
- spirituous beverages of vitivincultural origin: 12/16 °C

It is essential that all products of the same type within the same session, shall be tasted at the same temperature.

Article 11: DESCRIPTION OF THE SCORE SHEET (see Annexes 3.1, 3.2 and 3.3)

Each expert shall have the score sheet corresponding to a sample to be tasted and the definitions of descriptors used.

Score sheets shall be drawn up in languages susceptible of being understood by the jurors.

A space shall be reserved for possible observations concerning each organoleptic characteristic.

Each sheet must likewise include the jury number.

The operating procedure of the score sheet describing the detailed organoleptic characteristics must be addressed to the jurors (Annex 3.4.). The objective shall be to ensure an identical understanding of terms used by all the jurors.

If the President of the jury deems useful, he/she may ask the director of the competition for a second tasting of the sample by another jury. In the case in which the director of the competition responds to this request, only the score of the second jury shall be taken into account.

Article 14: GRANTING AWARDS

The sum of all the medals awarded to the samples must not exceed 30% of the total of samples presented at the competition. If this percentage is exceeded, the samples that obtained the lowest score are eliminated.

The samples having obtained a determined number of points for a tasting shall be classified according to the following award level categories:

- Grand gold – at least 92 points
- Gold - at least 85 points
- Silver - at least 82 points
- Bronze - at least 80 points.

Subject to informing the producers beforehand in the regulations for each competition;

- The awards may be divided into groups particularly for wine for example, in accordance with sugar content (for example more than 45 g/l), content of CO₂, colour and vintage. In this case, the sum of the awards in each group must not exceed 30% of the total of samples presented in each group:

- The award winner may be limited to a single winner and for each award level. In this case, the winners will be ranked solely in accordance with their level.

In the event of overrunning 30%, the samples having received the lowest scores are not taken into account.

The organiser shall have the possibility to limit the type of award and in so far as the sample received at least 80 points, within the same limit of 30%, to grant other types of awards. Within the same limit of 30% of awards, the organiser may likewise provide supplementary awards particularly by country, by grape variety, vintage, or

vinification type or by wine maturing in barrels, provided that this does not cause confusion with regard to awards cited in the first paragraph.



Article 15: DOCUMENTATION OF AWARDS

Awards granted are necessarily accompanied by documentary proof, or a „Diploma“, established by the body, which has been appointed as being responsible for the competition. This diploma must indicate the exact designation of the sample which received the award and the exact identification of the corresponding producer or merchant. In no case, should another certificate or diploma of participation be granted. The organiser must withdraw all awards granted if it is demonstrated that the labelling does not conform to the laws of the country of origin or unfair use or in the event of illegal handling.

Awards obtained may be represented in the form of a label, as a sign of an award or in the form of a back label, duly authorised and quantified by the organiser to enable the organiser to identify all relevant data.

If the award is in the form of a medal, the medals must indicate the year of the competition. The number of medals granted shall be strictly limited to the declared available number at the time of registration for the wine or spirituous beverage of vitivinicultural origin competition.

In order to ensure traceability of granting awards, the organisers shall keep all the relevant documents with regard to sample registration, score sheets, in addition to a copy of the samples which received awards, for at least one year after the competition was held. ♣



Elizabeth Gabay MW

Based in southern France since 2002, she works extensively throughout southern France as a France contributor to the annual Hugh Johnson Pocket Guide, Jancis Robinson's World Atlas of Wine etc. In 2018 she published „Rosé: Understanding the Pink Wine Revolution.“ Elizabeth is specialized in rosés around the world as a writer, consultant and lecturer. She is a president of the jury for the International Rosé Championship and ambassador for the International competition Danube Wine Challenge.

MASTER'S OF WINE NOTES

The best competitions were not just ones with good judges, but also those with good publicity. Publicity should not be restricted to the week of the competition.

Pre Covid – I was unsure. Many competitions seem to be social events for the judges and many wineries do not know how to take advantage of medals and participation. So a very expensive promotion.

Post Covid – I think competitions could be considered more important as it is increasingly difficult for buyers to travel. Five Star Wines (Vinitaly) very efficiently sent out wines to every judge and we logged in to the same computer programme.

I think – as we are seeing there will be an increase in very regional competitions – local judges as so many judges will not be able to travel.

I think most competitions are not a successful marketing tool. Selling medal stickers looks good only in specific markets. The French market only recognises French competitions. How many competitions collect articles or website reviews? How many medal winners use their medal for promotion?

The competitions could be good – but the marketing around the competition needs to be improved. Danube Wine Challenge – doing masterclasses throughout the year showing the winners is a good idea.



I think maybe more local judges could be one of the most important ways to alter the logistics of running a competition. Otherwise impossible to keep people apart.

I have more work this year giving individual ratings. Brexit has also played a role as wines cannot easily be sent to the UK, not until buyers and journalists are able to travel. ♣

 **Christine Collins**

As a 20+ years long Project Manager at Strasbourg Evenements and the Congress Centre she brought up an international wine competition Riesling du Monde. Her job became a passion. She is the taster with the highest level diploma from CIVA. After she retires in August 2018, she created her company, because of her passion for the organisation of wine events (Competitions, oenotourism-seminars in Alsace, wine tastings). She remains Consultant and Organiser of Le Mondial des Vins Blancs Strasbourg. „The consultancy job is fantastic! If there is a solution to a problem, there is no problem!“

With her husband Dave, they are international jury experts to numerous and prestigious wine competitions all over the world.



Le Mondial Des Vins Blancs Strasbourg

This is what I have to say

The Mondial des Vins Blancs Strasbourg is a member of VINO FED (World Federation of Great Wine and Spirits Competitions).

In 2020, we were forced by sanitary reasons to change the competition date twice.

The competition organised at the Palais des Congrès in Strasbourg, by Strasbourg Events/GL Events Group, was finally held in October and was a real success considering the special health standards.

In events, adaptation and reaction are the

keywords! You must think long term, which creates an energy that allows you to pick yourself up when you fail.

The juries: a real close-knit team, which is a source of proposals throughout the year. What was a real pleasure was to see the incredible mobilization of wine brotherhoods, sommeliers and oenologists. Everyone wanted us to succeed in this competition. I believe that everyone gave the best of themselves! which leads me to say that no matter what, we are never alone!



Winegrowers who have obtained medals are obliged to reinvent distribution channels. There are a lot of local initiatives. The winegrowers have their file of regular customers which **enabled them to withstand the crisis**. But winegrowers need to go to salons to see their customers



again but also to find new customers, to introduce them to exceptional wines.

Juries and Winegrowers must make the effort and take the time to form and educate the customers.

Due to French law, no competition organized in France, be it a national competition or an international competition, can award a Grand Gold Medal, Double Gold. In Strasbourg we award Gold and Silver Medals. However, we can give special prizes. Thus, just like our colleagues of VINO FED, Le Mondial des Vins Blancs Strasbourg (www.mondial-vins-blancs.com) has chosen to award "Dry Wine" Trophies for wines whose residual sugar is less than or equal to 4g, and which have obtained the best score in their category.

Over the past few years, I have noticed an increase in the quality of the wines presented. According to the strict standards of the International Organization of Vine and Wine (OIV) and one of the conditions to obtain the prestigious coveted patronage, only 30% of the wines will be able to obtain a medal. In other words, consecrated wines are truly the „crème de la crème“.

To maintain the confidence of winegrowers, it is essential that international competitions recruit expert juries based in their respective countries, because they are at the source and know very well the issues and expectations of winegrowers.

They allow us to stay at the heart of the

” We must never forget that the winegrowers trust us, trust the juries and the whole competition. We have a general responsibility!

Christine Collins

news and to react every year. We should never do a copy and paste. Comfort is the enemy of progress.

I never forget that the winegrowers trust us and trust the juries. We have a common responsibility. ♣



One of the few people, who had the opportunity to enjoy victory and the champion title in Strasbourg in person was Jaro Ostrožovič from Slovak part of Tokaj Region in 2018. And he really knows how to rejoice!

A Fairy Tale About Madame Riesling du Monde



Once upon a time, there was a lady who had never made a single liter of wine and yet among the Alsatian women, she belonged at the forefront, all the way at the top.

She had always loved wine but her hobby gained a specific form in 1995, when she became an assistant of the marketing director of the trade fair and congress company called Strasbourg Evenements. It was the perfect place for a woman who was always on the alert, able to reach an agreement with everyone and take care of everything. In 1989, she managed to persuade the company to create and organize the Riesling du Monde varietal competition; congress facilities were available, Riesling was number one in Alsatian vineyards at the time, so why not?

The premiere was successful and other Alsatian varieties gradually began to join the wine of kings and king of wines. That's when her nickname „**Madame Riesling du Monde**“ was heard for the first time and Christina still

enjoys it to this day. The varietal competition of Rieslings was followed by Pinot Gris du monde 2005, Gewurztraminer du monde 2007, Sylvaner du monde 2012 and Pinot Blanc du monde 2013.

In 2010, the competition gained the patronage of the OIV and in 2014 Christine pushed it through to the VinoFed series.

In 2018, with the addition of two more categories, namely cuvées and other white varieties of the world outside the seven Alsatian, the name of the competition was changed and the competition regrouped under the name of „Concours des Vins Blancs du monde“.

Then in the difficult year of 2020, Strasbourg Evenements gave it a truly world-class format under the name of Le MONDIAL DES VINS BLANCS STRASBOURG.

The competition gained the patronage of the OIV and UIOE and when she pushed it through to the VinoFed, she became a member of the committee of this top association of the highest authentic competitions in the world.

As the competition gained prestige, Christine felt the need to grow on her own. She obtained the highest level of CIVA tasting exams, completed courses in oenology, pedology and geology, as well as graduated from WSET at the Academie Internationale des Vins en Alsace (AIVA).

When Christine left her position as a project manager for Strasbourg Evenements in 2018 and retired, she not only kept her competition project which she still manages but out of love, she also founded her own microcompany for organizing wine events. She deals with enotourism, organizing trainings, courses and tastings at the Château du Haut-Koenigsbourg.

One of the first major projects was the organization of a trip of Alsatian winemakers and wine lovers to Bohemia and Moravia. This initially risky project ended with a bus full of enthusiastic tourists who filled up all free spaces of the bus with Moravian wines. And if they have not drunk them, they still have them ... ♣



Béatrice da Ros Bournier

Béatrice is a longtime director of the Union of French Oenologists and the Vinalies Internationales competition. Even though she is now at rest, she is in constant contact with winemakers and competition organizers, especially in the French-speaking world.

Vinalies Internationales, Paris

An unprecedented health situation that strikes the whole world is disrupting our daily lives and causing general dissatisfaction with (NOT ONLY) the French government, which nevertheless grants significant financial support.

Recent laboratory discoveries point to a return to normal life in the medium term, but

what will happen to our winegrowers? We will have to „ride the wave“ ...

Who will be the winners and who will be the losers?

When we take a tour of the different French wine regions, we observe a very calm market that does not lead to greater consumption, while the worldwide drop of 35% is most worrying.



In addition, if the large Supermarkets have brought a breath of oxygen to the cellars which were present on this market, the closure of bars and restaurants is causing a real earthquake in the festive and occasional consumption.

The magnitude of the economic consequences will depend on the ability of many to resist and bounce back.

In this exceptional situation, what can wine competitions bring? Everyone is talking about teleworking, digitisation, virtualisation.

Is this a temporary or lasting solution for competitions? The interest of shared tastings was to provide both an answer and a questioning, if necessary, of the production. It also made it possible to identify trends, and to provide the opportunity for a constructive exchange between the tasters.

Until now, what was exceptional was for a sample to go „around the world“ in a few minutes and to obtain the consensus of tasters with diverse and varied sensations and knowledge representative of the various continents.

These tastings were tools given to producers to promote their wines but also sometimes the main source of income for some organisers.

Under the pretext of security, some are now moving towards a taster, a bottle, a computer ... If this trend continued for primarily financial reasons, the competitions would then lose all interest. Organizers must be honest with consumers and not be tempted by a more economical solution for them.

The solution will perhaps be to not move towards “mammoth” competitions (with an exceptionally large number of samples) but rather towards small entities capable of organising, according to strict standards, tastings under conditions likely to provide a real answer to consumers and give them back the desire to consume, which is the purpose of a competition.

We can hope that this crisis will partly serve to moralise and regulate excesses. ♣

**BACCHUS
MADRID**

Fernando Gurucharri 
President of the Spanish Wine Tasters Association (www.uec.es) and Director of Bacchus Wine International Competition (www.concursobacchus.es). Biologist and Winemaker. Member of the Madrid's Academy of Gastronomy. President of VilaViniteca Couples Tasting contest.

Who can predict the future of wine competitions? In our opinion, before or after the competition calendar will be reduced to those that demonstrate their value as an independent and rigorous guide to the quality of the wines that are awarded in them. We are convinced that the producer and especially the consumer sectors need wine and other food and beverage competitions as a source of information, but there is no doubt that the competitions will prevail if they are adapted and updated to the needs of both parties. Our association, Spanish Wine Tasters Association (www.uec.es), has been organizing wine competitions since its foundation on 1986, and we have had to update not only technical aspects such as the rules of our wine competitions, but also the philosophy of them in terms of professional profiles of the tasters selected. So that, as organizers since 1996 of Bacchus Wine International Competition (www.concursobacchus.es), we have been working in this way, selecting every year international opinion

formers (Masters of Wine, Master sommeliers, wine buyers, sommeliers, critics) for endorsing Bacchus awards. We believe it is the best way of giving the wineries and the consumers useful information of the quality of the wines: independence, impartiality, and rigour.

Complying with the protocols and above all continuing to the extent of their possibilities, their training in knowledge and tasting of world wines. It is the best way for them to continue exercising their work as judges in a professional and lasting way.

We certainly believe in strong influence of competition results in customers decision, and as organizers of wine competitions like Bacchus we work for it, even more so in the current circumstances in which online commerce and shopping in large stores has been reinforced. It is in these channels where the consumer can most value the endorsement of a medal in a prestigious contest. In this sense we have started up (www.lapasareladelauces.es) a digital platform for connecting awarded wines to consumers giving them the opportu-

nity to buy these top wines directly through a wineries online shops.

The competitions are changing, as is everything in the world. And the pandemic only speeds up the process. Rather than change, we believe that it will be readjusted, with limitations regarding the number of tasters and work protocols (service, drinks, ...) but technically we do not believe that it should change if the assessment system meets the required standards. We still believe Bacchus 2021 will be held in Madrid from 24th to 28th May 2021 and will implement these measures but however will not modify its tasting panel's profile, selecting some of the most relevant opinion formers of the world including Masters of Wine, Master sommeliers, wine buyers, sommeliers, and critics

Like the contests, our opinion is that those critics who demonstrate their criteria and objectivity will prevail, but there is no doubt that given the potential of social networks, new influencers will emerge in the world of wine and in many other opinion sectors. ♣





Lorraine Immelman

Founder and director of Michelangelo International Wine & Spirits Awards (South Africa), the leading wine competition in Africa. 25 years later, it is considered one of the top wine and spirits competitions with international recognition. Lorraine holds a Masters degree in Communication (Media and Journalism) from the Rand Afrikaans University and an Advanced Diploma in Marketing Management from the SA Institute of Marketing Management. Lorraine worked as TV journalist and news producer, editor and publisher with various newspapers, and also founder of two trade magazines.

MICHELANGELO INTERNATIONAL WINE AWARDS, CAPE TOWN

Wine competitions are a living tool in the hand of the winemaker, the wine marketer and also the wine consumer: wine producers depend on ratings and good reviews to assist in their sales and marketing strategies. They especially depend on accolades from recognised, high profile wine competitions to drive

brand awareness and create some hype for their wines. Likewise, the informed wine consumer recognises and understands the value of these awards, represented by a sticker on a bottle of wine.

THE VALUE OF WINE COMPETITIONS

The producer's ultimate goal when entering a competition is obtaining those medal stickers for the wine bottles which will catch the eye of consumers. The award should tell the consumer that the wine was awarded a medal by a sound jury under the banner of a credible, reputable competition which adds value to the wine. An award gives the producer bragging rights, it enforces the reputation of the winery and allows the wine to stand out among its peers.

Following the devastation left in the wake of the global Corona pandemic, the wine industry has never been in greater need of credible and well-organised wine competitions.

The future of international wine competitions lies squarely in the hands of the people who own and organize them. It is our responsibility to ensure that wine producers and marketers continue to see value in endorsing our competition, while consumers need to understand what the medal award sticker





represents. Wine lovers should know that the medal was awarded by experts, by the “*crème de la crème*” of the wine world and are therefore trustworthy.

We all acknowledge that there lies commercial value in a medal - however, the award sticker also represents an international set of values to which each international wine competition should aspire.

One of any worthwhile competition's biggest assets is its judges - which was my ultimate reason for creating the Michelangelo in 1997. I believe that a country's wines are best evaluated by an objective, neutral panel of judges who have no vested interest in the outcome.

The Michelangelo is the only competition in South Africa with more than 80% judges from outside the country. Our judges are hand-picked experts from every continent and from every level of the global wine industry. Since the Michelangelo competition's creation in 1997, a total of 228 individual judges from 47

different countries have served on the annual juries. For the past five years the competition has been averaging around 2000 entries annually (with the exception of 2020, when entries were down 25%).

The reputation and ultimate goal of international competitions

By general definition, an international wine competition is one which accepts wines from other countries than the competition's home country. I would like to add to that definition that a minimum percentage of the judges must be from outside the home country, and thirdly, that internationally recognised scoring and judging systems are used. This includes the standard internationally acceptable 100-point system.

Limited budgets may put the brakes on wineries' choices of which competitions to support - the size and the prestige of the competition, its history and the value-add for its winners are all significant considerations. This is the business of every international compe-

tion who wants to not only survive but grow and prosper.

The industry relies on wine competitions to break the tension of anticipation on behalf of the consumer – to determine the quality extant, so to speak. To be able to do this, the onus is on the organizers of wine competitions to select their judging panels with care, run their competitions with integrity and use watertight systems in order to ensure the best odds for every entrant.

found, judges have a much better chance to judge the wines before them fairly when they have access to the vintage, the varietal and country and region of origin.

Originally guided by the OIV rules which determine that judges do not discuss entries, Michelangelo has evolved into a New World competition which encourages discussion among panel members before a final score is reached by consensus. Judges are told the vintage, the level of maturation and wood satu-



THE EVOLUTION OF INTERNATIONAL WINE COMPETITIONS

But wine judges are human, and the nature of the beast determines that they are given limited information to ensure impartiality and objectivity during the judging process. Over the past 25 years the Michelangelo International Wine & Spirits Awards in South Africa has continuously adapted its systems, its classes, and categories, to meet the demands of the industry. The competition has grown and evolved as international entries became a fixed percentage of annual entries and wine producers from around the globe started sending samples to South Africa for adjudication.

Suddenly the organizers were confronted with a new set of challenges: presenting the judges with samples from various countries and regions around the globe. This meant that cultivars needed to be grouped together and subdivided in countries and regions of origin.

As other international competitions have



ration, the cultivar and, where applicable, the percentages of various cultivars in blends.

The first wine competition in South Africa was held in 1824 by wine merchant John Collison to determine the “best improved wines”. Thirteen different varieties were entered, and two silver cups awarded – one for a Madeira and the other for hock wine (dry white wine.)

At the awards dinner held in Stellenbosch in that year, John Collisen encouraged the wine farmers to produce good wine. In his address he noted that the cost of exporting bad wine is the same as the cost of exporting good wine and urged wine producers to make only the best wine possible.

Two hundred years later, we are still faced with the same challenges. ♣



Réal Wolfe 🇨🇦

The President of Sélections Mondiales des Vins, an expert on the Canadian market for alcoholic beverages, wine importer and agent, head of dynamic growing wine agency specializing in the development of prestige brands on Canadian market.

SÉLECTIONS MONDIALES DES VINS, QUÉBEC

SMV Canada keeps a close watch on the fluid trends of the international wine market, particularly those making waves in North America.

For my point of view the future of wine contests is very promising but need to be more oriented to new ways to make wine tasting.

The blind tasting in the International wine contest has to be reviewed to give more detail about the samples offered to judges.

The different methods of winemaking are more specific and will be more and more specific in the near future and those methods have to be identified to get a better evaluation of the wine samples in the international blind wine tasting.

Blind tasting in the international wines contest with wines coming from different methods like classic winemaking, lutte raisonnée winemaking production, or nature winemaking are very different and quality is also very different there for all methods. But the final evaluation is different means about the perception of those wines can be interpreted differently!

I really see the importance of giving more detail to the judge panel to give a better chance to make a better evaluation.

The wine world is changing. We have to follow the trend to respect all the producers, the judges and also the consumers who will trust our recognition coming from the international wine contest from the world. We in Sélection Mondiales des Vins Canada 2020 we started this year to introduce this approach. We ask the producers of the 2020 edition when they make the registration to indicate the methods classic, lutte raisonnée organic, biodynamic, nature wines.

We got 30% of wines presented in those categories. When making the blind tasting we indicate the methods of vinification to judges just to inform them, not to influence them! The result was very interesting. The judges appreciate this and I should say the wines received more attention. This is not a scientific result but shows the importance to adapt the wine tasting in the field to respect all participants in the wine producing and wine evaluating and the final consumer! ♣️



Anthony Dias Blue

is a published author, columnist, television and radio personality. He acquired the San Francisco International Wine Competition, the largest international wine competition in the US with nearly 4,500 wines entered. In 2000 Blue launched the San Francisco World Spirits Competition which has become the second largest spirits competition in the world. It is the biggest in the United States. Anthony runs 65-year-old beverage trade publication The Tasting Panel, the highest circulation beverage industry publication.

San Francisco International Wine Competition

The bigger the author, the more modest the answers. It is unforgettable to sit with him at the same table and watch his whole team be one big family and he a good patron of it. I am extremely sorry that the pandemic has built a barrier between Europe and America.

The San Francisco International Wine Competition (SFIWC) is one of the oldest international wine competitions in the world, a member of The Tasting Alliance, the parent organization of the world-renowned San Francisco World Spirits Competition, New York World Wine & Spirits Competition, and Singapore World Spirits Competition.

Year after year, the SFIWC takes great pride in maintaining the commitment to these three founding principles: Legacy, Integrity and Experience.

We have adjusted the operation of our competition during the pandemic by spreading it over several days and using only two panels per day. This change has little or no effect on the outcomes of the judging, but for the management of a competition, it has net value for the competition staff.

Wine competitions will continue to have value and they will continue. At least the most important ones. As the number of competitions in last years



multiplies, it is important for marketers to choose carefully where they enter their wines. They should be looking for the most established and prestigious competitions to enter.

The value of the competition format is the consensus nature of the results. An individual is likely to have prejudices. These get smoothed out when the awards are adjudicated by a panel of three or four. Consumers are much more knowledgeable and sophisticated than they were in the days of Parker's influence. So, no new Parkers.

Certainly, as the market becomes more and more crowded, being able to set your wine in a special place – above the crowd – is an at-

tractive and effective marketing technique. SFIWC medal winners range from some of the most renowned international wines to boutique wineries that we've helped put on the map. Not only is an SFIWC medal a testament to your hard work, it's a universally recognized indicator of exceptional quality and craftsmanship.

Our medals are valuable sales tools that can garner a flood of attention from press, industry experts, and consumers. In a saturated marketplace, winning an SFIWC medal sets you apart from your competitors while giving you opportunities to further promote, market, and position your wine to consumers. ♣



Holly Howell and Ron Dougherty 

Ron is the Executive Director of the Raise A Glass Foundation, the Great American International Wine Competition and the Great American International Spirits Competition. Wine industry financial and business consultant, political lobbyist and educator. Holly is award-winning wine journalist. Owner and operated of the Seasonal Kitchen Cooking School in Rochester, New York and UNCORKED. Certified Sommelier/Certified Specialist of Wine/WSET 3



Great American Intl. Wine Competition

Wine lovers are often lovers of history as well. To study a wine region involves understanding the cultural time-line in which it was created. This not only quenches our thirst for viticultural knowledge, but it can greatly enhance the overall enjoyment of the wine itself. Especially when you understand the ups and downs that history can deal to an agricultural product. And history has not always been favorable to the grape! Between wars, phylloxera, prohibition (USA), climatic changes, natural disasters, etc., the wine industry has shown an amazing knack for survival. It hasn't been easy, but there is no question that a splash of optimism (and creativity) can help you to get through.

Now we find ourselves with another major "worldwide" challenge. The Covid-19 pandemic has thrown the wine world into yet another chaotic test. Despite the wonderful slew

of great vintages, the trade itself has been compromised by the pandemic regulations. Restaurant and bar seating limitations and closures, social event cancellations, travel re-

strictions, and even wine competitions have suffered the consequences over the past year. Yet, where there is a will, there is a way. And because of this, a new normal has emerged.

As for wine retail, this may have been one of the busiest years on record. It's like they say, *"When times are good, people will drink; when times are bad, they will drink more!"*

Forward-thinking retail shops immediately put new protocols into place. Ordering on-line, exclusive shipping offers, curbside pickup, home delivery - these were crucial to keeping the businesses afloat and even highly successful.

And wine competitions have forged ahead, creating their own new decorum for safe and secure methods that ensure participants comfort as well as the integrity of the results. And thank goodness for that! These competitions are a crucial part to helping wineries stay visible and in the news.

I hope that wineries know how powerful the wine competitions can be as a marketing tool. Of course, it can depend on the competition(s) you choose to enter.

Besides a medal and a showing in the online results page, consider what else the competition does for you to help you promote your winners. At the Great American International Wine Competition (GRAMIWC), Rochester, upstate New York, our graphic arts team has created professional, ready-for-print Award shelf talkers, bottle tags, and digital medals which are free to all winners. Additionally, we post photos/branding of Platinum and Gold medal winners across our Facebook, Twitter and Instagram accounts. However, these don't work if you don't take full advantage of them! Follow, link, re-post and re-tweet your winners across social media. Work with a local printer to get shelf talkers, bottle tags and bottle stickers into your wholesale channels. This can all have a real impact on the consumers.

The fifth annual Great American International Wine Competition will take place this year in July. Last year's competition was held in the



For the US competition very rare tasting sheet reflects Ron's experience of European competitions

midst of the COVID pandemic with many new protocols. So what's different now? As with all wine competitions, certain guidelines regarding health, safety and social distancing will change some of the operational aspects but should not affect the overall quality of competitions. But the top competitions know that entries and operations are not the only important considerations. At the Great American, we continue to invest a great deal in studying the science of wine competitions - palate fatigue, palate bias, jury selection, ambient conditions, etc. We have developed specific methods of tasting which protect the judge's palates over a long session of flights, and our statistical analysis team provides data which informs how our jury panels are selected.

The wine competitions of today may still have travel challenges to physically bring the international judges to the judging location. But thanks to the phenomenal amount of wine professionals world-wide, as compared to just a few years ago, the selection of certified jud-

ges is not limited. Especially if the competition is held in or near a world wine region. You will find that there are Masters of Wine, Master Sommeliers, sommeliers, educators, enologists, winemakers, retailers, importers, consultants and wine writers just about everywhere!

And the diversity of the wine judges is key. Granted, travel restrictions may be a temporary factor in large international competitions, but competition planners are quickly moving to mitigate. Blind tastings at a major fully international wine competitions (not just international entries but international juries also) create a level playing field. And they also reduce the effects of individual bias. Sure, there will be “new Parkers” popping up online, but the more of them there are, the muddier the result - individual bias gets compounded. In the competition environment, multiple judges evaluate and score each wine - individual bias is reduced - and the final score is a clearer, higher quality result.

It is a new normal. But it works wonderfully. And the excitement of rewarding great wines is just the same with or without a pandemic in the way. Especially with all of these incredible recent vintages, it would be a shame not to see these wines shine as they should.



As for the future of “The International Wine Competition”, there is absolutely no doubt they will remain relevant. The technique of tasting wine blind among a diverse selection of professionals will guarantee that your wine will get the medal and acclaim it deserves. This can be very exciting for smaller and/or newer wineries when they capture a prestigious Gold or even Platinum medal. Many importers, distributors and commercial buyers look at competition results sometimes within minutes of release. Ron Dougherty, Executive Director of the Great American International, personally remembers calling one winery that had captured a Grand Award (Best In Show) at the competition. *“I called to notify them less than 24 hours after the results were announced. They told me they received a call from a distributor a few hours earlier and he purchased their entire production of the Grand Award winning wine.”* Ron has been told by several winery owners that they have experienced several times Platinum and Gold medal winning wines selling out within days of the competition!

The positives are there, and worth focusing on over the course of our pandemic months. Make sure you let your wines get the recognition they deserve - don't hesitate to get them in a competition. Wine folks have endured lots of barriers in the past, but somehow the wine always survives! It will this time too. ♣







Boudouin Havaux

CEO of the Concours Mondial de Bruxelles, son of the founder Louis Havaux. His team runs other wine competitions in different countries - The United Nations of Fine Wines. Publisher of Vinopres Bruxelles. Investor in new wine projects.

Thomas Costenoble

holder of an National Diploma in Oenology from the University of Bordeaux. Costenoble has joined the Concours Mondial de Bruxelles a quarter of a century ago, for its

second edition. Director of this contest which has become one of the biggest competition of wines, contributed to the development of an algorithm mathematics that allows to normalize the ratings of hundreds of jurors from competition.



CONCOURS MONDIAL DE BRUXELLES

The Concours Mondial de Bruxelles will celebrate its 30th anniversary in 2024 – thirty years of change, discovery and a relentless quest to seek out the world’s finest quality wines. Its primary ambition is to provide consumers with a guarantee: that it will single out wines of irreproachable quality offering a truly pleasurable drinking experience, wines from across the globe and the price points.

30 years of serving consumer interests

HOW IT ALL BEGUN

Established by Louis Havaux (also founder of the international wine journalist association FIJEV), the Concours Mondial de Bruxelles was held for the first time in **April 1994 in... Bruges!** Although there were „only“ 861 entries (a feat in itself considering they were assembled in just two months), the international scope of the event – with 29 participating countries – was already acknowledged. Judging by praise showered on the competition by Ezio Rivella, Panel Chairman of the maiden event and former chairman of the International Oenologists’ Association and the Controlled Appellation Board in Italy, so was the contest’s success:

“I know I will not be contradicted when I say that from the outset, the Concours Mondial de Bruxelles ranked amongst the world’s best international competitions, of which there are only a handful worldwide.”

Since 2006, the Concours Mondial has decided to broaden its international scope and is organised outside Belgium. Lisbon, Bordeaux, Valencia, Palermo, Luxembourg, Guimarães, Bratislava, Jesolo, Plovdiv, Valladolid, Beijing, Aigles, and finally the Czech city of Brno have all provided a prestigious backdrop for the tastings.

The trade-only judging panel at the Concours Mondial de Bruxelles gathers together 350 of the world’s foremost professional jud-

ges. It represents 55 nationalities and this diversity contributes to the uniqueness of the event.

The resounding success of the competition and consequential organisational challenges prompted CMB organisers to separate the two competitions in 2013. Spirits Selection by Concours Mondial de Bruxelles is now a fully-fledged event of international scope.

GROWING UP

For the first time in its history, in 2021 the Concours Mondial de Bruxelles will host a judging session ahead of the main competition designed exclusively for rosé wines.

By holding the event before the start of spring, the aim is to provide an effective response to market needs and to the growing interest shown by consumers for rosé wines. It will provide awarded producers with promotion and marketing tools as soon as the wines are released for sale. Every year, the early judging session of the Concours Mondial de Bruxelles will take place in a different wine region.

Due to the COVID situation the Rosé selection of the CMB originally planned in Italy will take place in Brussels. The wine will be evaluated in March only by Belgian experts (stars sommeliers and wine journalists).

The CMB originally planned in Ningxia (China) will move to Luxembourg in June.

We hope, the Grand Duchy of Luxembourg will host the 2021 Concours Mondial de Bruxelles – Concours Mondial de Bruxelles.

VISION OF FUTURE

Due to the current situation, most trade events have been cancelled. With no international trade exhibitions, industry conventions or open-day events, wine contests are some

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The aim of the Concours Mondial de Bruxelles is to promote the culture and awareness of wine and to guide consumer choice. Consumers can be naturally reticent about selecting wines they are not familiar with – the competition’s task is therefore to help wine lovers broaden their culture and encourage them to discover new wines.

Bandouin Havana



of the rare opportunities to stand out from the crowd and provides producers with new marketing opportunities.

The duty of the Concours Mondial de Bruxelles is also to support and help wine producers by continuing to value and promote good quality wines ! It is also important to be linked to the producers and keep him in-

formed about new trends and new opportunities.

The future of wine competitions will only be positive for those organizations that provide real support to producers and that continue to evaluate wines in a transparent, objective and rigorous manner.

The situation forces us to adapt ourselves in terms of organisation and Covid procedure. However, we remain uncompromising on the points that have made the CMB's reputation : our independence, our rigor and the professionalism of our judges.

We have no plans to replace sommeliers with robots and even less to replace tasters with machines. According to our philosophy, both the service of wines and the art of tasting cannot be replaced by artificial intelligence. They are an integral part of the world of wine and give it its superior dimension.

BENEFITS

The Concours Mondial de Bruxelles always tries to support award-winning companies with his dedicate communication and also by offering them new commercial opportunities. The opening of a first CMB wine bar in Mexico, the development of a marketing platform in China and the organization of many CMB events all over the world (Wine Paris in France, Buy Wine in Italy, Tokyo wine complex in Japan...) are concrete actions offered to producers in order to open up to new markets.

The CMB is also a large family that brings together wine professionals of international reputation coming from all parts of the industry: sommeliers, wine distributors, wne dealers, wine journalists...

By their presence and involvement, they become the ambassadors of the Concours Mondial de Bruxelles and the guarantors of the quality of the prize-winning wines.

STATISTICS ROCKS!

The CMB has been working with the Statistics Institute at Louvain University for more than 15 years to improve the reliability of results. The results of the team of Prof. Christian

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“The Concours Mondial de Bruxelles’ key features are its independence, its rigour and its quality control. With a team of professionals and international judges selected for their tasting abilities we can guarantee reliable results that are recognised by the industry and popular with consumers. Our quest for reliability and promotion of the Concours Mondial de Bruxelles endorsement are the primary missions of our organisation.

Thomas Costenoble

Ritter and the CMB team of the competition are obtained by processing the statistics so that they can be weighted according to how severe or generous a taster is overall. The final score will be based on the average of the standardised marks. Extreme marks are therefore not systematically eliminated. Only abnormal values are removed.

Every year, a full, argued report on the tasting sessions has been sent to all the tasters after the competition in order to define their profile as a taster.

It is based on how severe or generous they are, how consistent their results are with those of the other tasters on his panel, on his ability to distinguish correctly (i.e. use the entire tasting sheet) and also on his repeatability. To this end, several times we have put two identical samples into one of the flights you will be tasting every day. The aim of this is obviously not to trap the tasters but to make the results of the competition as reliable as possible. ♣

WINETOURISM ” “The world is a book and those who do not travel read only a page.”

In Wikipedia you can read: Enotourism, oenotourism, winetourism, or vinitourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Where other types of tourism are often passive in nature, enotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest.

Enotourism is a relatively new form of tourism. The ever first wine route was opened between cities of Conegliano and Valdobbiadene in North Italy. the Route of Prosecco was first traced out in 1966 and then revised in 2003 along with the addition of thematic routes that can enhance the territory in its many-sided historical and artistic aspects scattered all along the Prosecco hills.

Its history varies greatly from country to country, region to region, but in places such as the Napa Valley AVA and Wine Country, it saw heavy growth once a concerted marketing effort was implemented in 1975 that was given a further boost by the 1976 Judgment of Paris.

There was also a rise in the profile of enotourism among English speakers with the 2004 release of the film, *Sideways* whose two central characters visit wineries and wine in the Santa Barbara region of Southern California.

The industry around enotourism has grown significantly throughout the first decade of the 21st century. In the United States 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities. In Italy the figure stands at approximately five million travelers, generating 2.5 billion dollars in revenue.

Most visits to the wineries take place at or near the site where the wine is produced. Visitors typically learn the history of the winery, see how the wine is made, and then taste the wines. At some wineries, staying in a small

and those who do not travel read only a page.”

Saint Augustine



Prosecco Wine Route, IconicLife by Loes de Vreugd

guest house at the winery is also offered. Many visitors buy the wines made by the winery at the premises, accounting for up to 33% of their annual sales. Most tourism agencies see it as a segment of the industry with tremendous growth potential after lifting the travel restrictions.

„Enotourism Day“ is celebrated on the second Sunday of November each year to promote cellar visits in the Czech Republic, Germany, Austria, Slovakia, Slovenia, Spain, France, Greece, Hungary, Italy, and Portugal. In North America, the first Wine Tourism Day was established for May 11, 2013 with events scheduled throughout the continent. ♣



Juraj Flamik

Juraj is an environmental activist, practitioner in the field of cultural heritage and sustainable tourism and „father“ of Moravian Wine Trails. He is the Director of the Open Wine Cellars Festival. He was awarded the State Order of Ludovít Štúr by the Slovak President Andrej Kiska for his life and work.



MORAVIAN WINE TRAILS

Juraj Flamik's projects of the Moravian Wine Trail and the Open Wine Cellars Festival have redrawn the tourist map and stimulated the development of wine tourism in the Czech Republic. Born in Slovakia, where he was an important figure of anti-communist dissent, he lives and works in Moravia in the „Partnerství“ (Partnership) Foundation.

The origin and history of the Moravian Wine Trails is interesting and informative for any wine region in the world. Thanks to them, the Czech Republic holds first place in the length and density of marked wine trails in the area of one wine-growing region. In 2020, the Moravian Wine Trails would have celebrated 20 years of its existence - if it wasn't for the lockdown. In this situation, it was remembered only by tourists who were unable to set out for them.

In 1996 and 1997, the architect Jiří Löw and the ecologist and conservationist Juraj Flamik brought the idea to the „Partnerství“ (Partnership) Foundation and described the first idea of connecting vineyards, cellars and monuments by a networks of trails. They won 10 mayors of wine-growing villages over the idea.

Between the years 2000-2002, they marked 10 circuits of wine trails according to the then valid 10 wine-growing regions and the backbone Moravian wine trail from Znojmo to



Uherské Hradiště, which connected them all.

Juraj Flamik recalls: *“The years full of meetings and persuasions began. Our best allies were enlightened mayors. On the contrary, we had troubles persuading the winemakers who did not want any tourists either in the cellars or in the vineyards. We usually heard from them that tourists would just steal grapes and draw attention of the tax authorities to winemakers. They won't take the wine home on their bikes!”*

Some mayors were also skeptical: *“What would tourists look for here? There is nothing here.”*

It took four or five years for the Foundation to process and publish maps, guides, inform about



Polo design with folklore Moravian motives kolor.cz

wine trails and pander to editorial offices. The breakthrough took place in 2006 and cyclists have already started to come in large numbers. „On the one hand, we were glad that we were finally gaining the trust of winemakers who saw concrete benefits. On the other hand, we realized that the network of trails is not sufficient, that there was a need to improve the quality of services for cyclists. We have prepared the „Cyclists Welcome“ project, which is a certification of tourist services for cyclists. We have introduced a new logo. The green smiling bicycle still works today; it marks about 200 tourist service facilities on the wine trails, where it is possible to repair the bicycle, shoes or torn clothing.“

„Open wine cellars“, i.e. services that the local winemakers' association holds so that visitors always find at least one cellar open in the village, without having to leave emptyhanded have become a phenomenon. The information is usually hung somewhere in the village square - this is something that has never been here before!



The tourists enjoying traveling on the Moravian Wine Trails as well in Korčula Island, Croatia (below).

„After 2010, winemakers from Lower Austria were starting to envy our clients and we still envy the safe cycling trails. We are thinking about how to convince the state that safe cycling trails are worth investing. We are launching a project of automatic measurement of trails‘



traffic. Demonstratively, first in Prague - and interest was aroused. We measured tens of thousands of cyclists in busy places."

Winemakers are thriving, investing in wine cellars, production halls, boarding houses and hotels with restaurants. Every wine association and every medium and large winery already has a program for tourists. Since 2015, the Moravian Wine Trails have received significant support from the South Moravian Region, which has supported their construction and restoration of damaged, destroyed or blasted markings. You won't find a weekend when there aren't several events along the wine trails. A new calendar of events has begun to be published - in 2019, there were already 500 events organized by wine-growing villages. The information is also on the Internet.

The Partnership Foundation stood by the Moravian Wine Trails from the first idea, throughout all years of both poverty and abundance to this day. From the position of a non-profit helping organization, we have gained the trust of wine-growing villages, mayors, wine-

makers, accommodation providers, sponsors, colleagues from the South Moravian Region, the Wine Fund, the National Wine Center and finally the recognition of many experts in the field of tourism. The Moravian Wine Trails have become a respected product of modern cycling, which ranks among the best things developed and implemented in cycling tourism throughout Europe due to its parameters.

Their 1,200-kilometer-long network from Znojmo to Uherské Hradiště zigzags from churches in the centers of wine-growing villages to secret wine cellar alleys under vineyards and sunken ways under vineyards to places of beautiful views. It is lined with hundreds and perhaps thousands of pleasant boarding houses and other options for spending the night and regaining strengths. Wine trails connect the most beautiful places offered by South Moravia - a region of monuments and wine. Trails in the most popular destinations are bursting at the seams. The negative side of their popularity is that the vast majority of them are booked weeks in advance. The



greater was the shock of 2020, when due to government epidemic measures against the spread of Covid 19, the season almost did not take place.

„So far, we are looking for a solution to the problem that has emerged from practice and development. Tourists have at their disposal modern visitor centers, wine cellars with tourist facilities and tasting rooms; they simply have all the comfort on the trails. On the other hand, they are increasingly attracted by the atmosphere of faded wine cellars of small winemakers, who practice their winemaking art only as a hobby or family tradition. They are an unrepeatable experience because of the absence of the civilization background or officially prescribed conditions. The biggest advantage of these places is the

authenticity of meeting the work of winemakers, unchanged for centuries.“

The CzechTourism national agency has repeatedly evaluated the wine trails as the TOP product of the Czech Republic. The trails have won a number of other domestic and foreign awards for marketing and product in the category of sustainable tourism. The Lonely Planet guide has included the Moravian Wine Trails in the list of the 10 most interesting regions in Europe.

„It didn't happen by accident, it's 20 years of effort and work. Even in times when the project did not flourish much, we trusted it. Today, it is not just us but also the people who wander the trails between the wine cellars, either on foot or by bike, who are proud of it!“ ♣



Dnevi odprtih kleti Pavlovski vrh

Dnevi odprtih kleti (Days of Open Cellars) are traditional wine feasts in Slovenia and Croatia. The queues have been sold out many weeks in advance, but there are always more people coming than the number of tickets booked. The „ticket“ is actually a little pouch on a string with a glass and a map of

the pilgrimage. Then the Queen of the Wine of the given year welcomes everyone and opens the cellars with the pilgrimage officer - from morning to evening, one cellar after another. People in the long procession play music and sing, and guests from many countries quickly become brothers. ♣



LAND OF WINE MAP | THE MORAVA (MORAVIA) WINE REGION



Information centres

- Tourist information centre Znojmo**
Československá 10, Znojmo, tel.: 515 222 552,
www.znojmskobeseda.cz
- Information centre Moravský Krumlov**
náměstí T. G. Masaryka 40, Moravský Krumlov
tel.: 515 321 064, www.krumlov.cz
- Tourist information centre Dolní Kounice**
Masarykovo nám. 2, Dolní Kounice
tel.: 513 030 427, www.dolnikounice.cz
- Tourist information centre Mikulov**
Náměstí 1, Mikulov
tel.: 519 510 855, www.infomikulov.cz
- Tourist information centre Lednice**
Zámecká nám. 68, Lednice
tel.: 519 340 986, www.lednice.cz
- Tourist information centre Valčice**
Hlavní 4, Valčice
tel.: 734 256 709, www.valcice.eu
- Tourist information centre of the Brno city**
Radnická 8, Brno
tel.: 542 427 150, www.ticbrno.cz
- Tourist information centre Hustopeče**
Dukelské nám. 15, Hustopeče
tel.: 530 351 418, www.hustopece.cz
- Tourist information centre Velké Pavlovice**
Hlavní 9, Velké Pavlovice
tel.: 519 428 149, www.velke-pavlovice.cz
- Information centre of the Hodonín town**
Náměstí třetího 36, Hodonín
tel.: 518 361 437, www.hodonin.cz
- Tourist information centre Blatná**
Lacembrozký nám. U Tržště 8, Blatná
tel.: 519 326 900, www.bretav.cz
- Municipal information centre Uherské Hradiště**
Masarykovo nám. 21, Uherské Hradiště
tel.: 572 525 525, www.uherskehradiste.cz

Wine attractive destinations

- 1 Museum of wine-growing and cooperage in the Louka Monastery**
operated by ZNOJMINO ZNOJMO, a.s.
Loucký klášter, Znojmo
tel.: 515 267 458, 606 624 648
www.znojmo.cz
 - Visitors' Centre and tasting of wines and shop with bottled and barrel wines produced by ZNOJMINO ZNOJMO, a.s.
 - sightseeing tour through the Louka Monastery and Art Gallery
- 2 Sobes vineyard in Podjív National Park**
operated by ZNOJMINO ZNOJMO, a.s.
vineyard with tasting of wines of the winery ZNOJMINO ZNOJMO, a.s.
www.znojmo.cz
- 3 Painted Wine Cellar in Satov**
operated by Chateau Satov s.r.o.
Satov, tel.: 721 754 948,
www.malovany-sklep.cz
- 4 Cross Wine Cellar in Přimětice**
operated by ZNOJMINO ZNOJMO, a.s.
Přimětice, tel.: 515 225 014
www.znojmo.cz
- 5 Gene pool of VINE CR**
operated by AMPELOS, SLECHTITELSKÁ STANICE VINAŘSKÁ ZNOJMO, a.s.
Vrbovec 274, Vrbovec
tel.: 515 230 103, www.ampelos.cz
- 6 Znojmo Wine Enotek**
operated by VINOTRH, s.r.o.
Hradičská 6, 669 02 Znojmo
tel.: 702 203 232
www.vinothrh.cz/enoteka
- 7 Wine-tasting in Lampejberg castle**
operated by Vinarství LAHOFEJ, a.s.
Dobšice, tel.: 515 242 796
www.lahofej.cz

- 8 Wine Salon of the Czech Republic**
operated by National Wine Centre
Národní vinařské centrum, o.p.s., Zámecká 1
Valčice, tel.: 519 352 744, 519 352 072
e-mail: salonvini@vinarskecentrum.cz
www.salovini.cz, www.vinarskecentrum.cz
 - the highest wine competition and exhibition with tasting and sale of the best wines in CR
- 9 Wine-growing exhibitions in Mikulov chateau**
operated by Regional Museum in Mikulov
Zámecký Mikulov, Zámecká 1, Mikulov
tel.: 519 309 019, e-mail: rm@rm.cz
 - chateau wine cellar with giant wine barrel
 - gallery of historical spindle presses
- 10 Chateau wine cellar Valčice**
operated by Vinné sklepy Valčice, a.s.
Vinná 407, Valčice, tel.: 519 352 330
e-mail: sklenarstvi@valcice.cz, www.vsvvalcice.cz
- 11 Permanent exposition of historical wine presses**
operated by Národní zemědělské muzeum Valčice, nám. Svobody 8
Valčice, tel.: 519 352 037
e-mail: nzm@valcice.cz, www.nzm.cz
- 12 Municipal vinothèque in Pavlov**
operated by Petr Nešpor
Na návesi 88, Pavlov, tel.: 777 166 767
e-mail: vinotekapavlov@gmail.com
www.obecvinotekapavlov.cz
- 13 Nature path Stará hora**
operated by Vino Marčanek
e-mail: vinogardienka@gmail.com
www.vinogardienka.cz
- 14 Sedlec wine village, nature path and wine-tasting stall**
operated by ZD Sedlec, tel.: 519 513 328
e-mail: info@sedleckavina.cz
www.sedleckavina.cz

- 15 Hustopeče - museum**
Town Museum and Gallery - House U Sýrnků
Dukelské nám. 23, Hustopeče
tel.: 519 413 849
www.hustopece.cz
e-mail: muzej@hustopece-city.cz
- 16 Free Federal Republic of Kravi hora Boletice**
Boletice, tel.: 605 608 948
e-mail: info@republikakravihora.cz
www.republikaokravihora.cz
- 17 Vrbsice - wine cellar colony**
Pod Strážnicím kopcem
top of the hill Stráž, Vrbsice
www.vinarirbice.cz
- 18 Čejkovice - fortress and Templar wine cellars**
Templářské sklepy Čejkovice,
vinařské družstvo
Čejkovice 94/5, tel.: 518 309 011
e-mail: info@emplarske-sklepy.cz
www.templarske-sklepy.cz
- 19 Wine-growing exposition, Museum of Kobylí**
Osvobození 135, Kobylí, tel.: 519 431 709
e-mail: muzeumkobylivice@centrum.cz
www.kobylivice.cz
- 20 Complex of wine cellars Píže**
Petřov
www.obec-petrov.cz/plze
- 21 Blatnice pod Svätým Antonínkem**
www.vinarblatnice.cz
 - urban preservation zone of ground floor
 - press rooms with wine cellars Stará hora
- 22 Mutňany**
e-mail: info@brnecmutnic.cz
www.vinozmutnic.cz
 - complex of wine cellars Budy with rural paintings
 - Museum of wines and spirits

Tourist attraction destinations

- 1 Town of Znojmo**
www.znojmo.cz,
www.znojmsko.cz
- 2 Podjív National Park**
 - Kraví hora, Ice Cave
 - Sealfish's Rock
 - Hranice heaven
- 3 Below Stará hora**
Vlčnov
www.vlcnov-vinar.cz
- 4 Complex of wine cellars**
www.nechory.cz
- 5 Open-air museum**
Stražnice, tel.: 518
e-mail: info@nulck.cz
www.nulck.cz
- 6 Uherské Hradiště**
 - complex of vineyards and Cispact cellars
 - e-mail: muzeum@uherskehradiste.cz
www.uherskehradiste.cz



LEGEND

	Vineyards		River, brook		Velké Pavlovice Wine Trail
	Information centre		Railway station, stop		Moravian Wine Trail
	State border		NP border		Bzenec Wine Trail
	Highway, speed road		Protected landscape area border		Mikulov Wine Trail
	Roads with more lanes		Protected area, nature landmark		Podluží Wine Trail
	Roads of 1st and 2nd class		Uherské Hradiště Wine Trail		Mutěnické Wine Trail
	Other roads		Strážnické Wine Trail		Brno Wine Trail
	Wine trail		Znojmo Wine Trail		Facility certified by "Cyclists Welcome" system
			Kylov Wine Trail		

Provided by courtesy of Wine Fund in cooperation with National Wine Center, January 2021

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NOT FOR SALE

in the vineyard Kojiny
 Leu
 sellers Průšánky
 Strážnice
 332 173
 Mařatic vineyards
 ands and burger Baroque
 and vinegrowers' villas
 Hradiště.cz
 active
 info
 and preserved fortification
 wine, Church
 wall tower and the
 by tourist train
 rk, www.nppodyj.cz
 es, Nový hrádek
 Sobes,

- 3 **Dolní Kounice, www.dolnikounice.cz**
 - Rosa Caeli Monastery
 - Jewish quarter, castle, chateau
- 4 **Moravský Krumlov, www.mkrumlov.cz**
 - historic town, which is located in a beautiful cove deep meander of the river Rokytná
- 5 **Ivančice, www.ivančice.cz**
 - Memorial to Art-Nouveau painter Alfons Mucha
 - technical monument, torso of railway viaduct on the route Brno-Hudčovice n. Jv.
- 6 **Rajhrad, www.rajhrad.cz**
 - Benedictine monastery
 - Memorial to Literature in Moravia (exposition of the Brno Region Museum)
- 7 **Miroslav, www.miroslavskyzamek.cz**
 - castle with art objects
- 8 **Vrbovce, www.cechrbovec.cz**
 - fun wine educational trail Wine Goat
- 9 **Slup, www.technicalmuseum.cz**
 - technical monument, Renaissance water mill with exposition, Mlýnská strouha (mill race) - artificial water canal from the 14th century
- 10 **Satov, www.technicalmuseum.cz**
 - The area of Czechoslovakia fortress and iron curtains with log house Zahradka
- 11 **Town of Mikulov, www.mikulov.cz**
 - Baroque chateau, Holy Hill with the church of St. Sebastian, look-out Kozi hrádek
 - Jewish quarter, synagogue
 - Holy Trinity Column, Dietrichstein Tomb
 - church of St. Wenceslas, church of St. John the Baptist

- 12 **Town of Valtice, www.valtice.eu**
 - chateau of Lichtenstein family
 - church of the Assumption of the Virgin Mary
 - Colonnade Rajstna - look-out
- 13 **Lednice na Moravě, www.lednice.cz**
 - chateau, greenhouse
 - Minaret, John's castle
 - spa
- 14 **Rendez-vous (Diana's Temple) - hunting lodge, www.zamek-valtice.cz**
- 15 **Zoo Sedlec, www.zoosedlec.cz**
- 16 **Boat trips through the chateau park Lednice, www.plavby-lednice.cz/en/**
- 17 **Pálava Protected Landscape Area, www.palava.cz**
 - Divův hrady castle, Siretův hrád castle
 - nature path NPR Divín
 - nature path and geopark Na Turoldu
- 18 **Cave Na Turoldu, www.coves.cz**
- 19 **Archeopark Pavlov, www.archeoparkpavlov.cz**
- 20 **Holiday resort Pasohlávky, www.pasohlavky.cz**
 - swimming and water sports
 - fishing
 - archaeological exposition of the Romans in Moravia
- 21 **City of Brno, www2.brno.cz**
 - Spilberk fortress, UNESCO of the City of Brno
 - Villa Tugendhat, UNESCO site
 - Moravian Museum
 - cathedral of Sts. Peter and Paul
 - ZOO Brno, Brno Dam

- 22 **Čekčovice - SONNETOR, organic teas & organic spices, www.sonnetor.cz**
- 23 **Chateau Bučovice, www.zamek-bucovice.cz**
- 24 **Klobouky u Brna - wind mill technical monument, www.kloboukybrna.eu**
- 25 **Kurdějov, www.obec-kurdějov.cz**
 - fortified Gothic church of St. John the Baptist
- 26 **Mohyla míru (Peace Memorial) - Memorial to the Battle of Austerlitz, www.muzeumbrnensko.cz**
 - exposition of the Brno Region Museum
- 27 **Chateau Slavkov u Brna, www.zamek-slavkov.cz**
- 28 **Golf Club Austerlitz, www.gca.cz**
- 29 **Tešary**
 - Baroque smithy with exposition - technical monument, www.technicalmuseum.cz
- 30 **Veverí Castle, www.veveri.cz**
- 31 **Zlidochovice, www.zlidochovice.cz**
 - chateau park with game-park
- 32 **Náměšický, www.sportnemešický.cz**
 - sport complex with outdoor swimming pool
 - in winter ski slope
- 33 **Milotice Chateau, www.npu.cz**
- 34 **Baťa Canal, www.batocanal.cz**
- 35 **Břeclav, www.dobreclavi.cz**
 - Neo-Romanesque Jewish synagogue and cemetery, Pohanská street
- 36 **Uherské Hradiště - Slovákův Museum, Aqua park, www.slovackemuzeum.cz, www.aquapark-uh.cz**

- 37 **Kyjov, www.mestojkyov.cz**
 - Renaissance Town Hall
 - Regional Museum
- 38 **Velehrad, www.velehrad.cz**
 - pilgrimage destination, basilica of the Assumption of the Virgin Mary and of Sts. Cyril and Methodius
- 39 **Archeoskanzen Moďra, www.archeoskanzen.cz**
- 40 **Buchlov Castle, www.hrad-buchlov.cz**
- 41 **Buchlovice Chateau, www.zamek-buchovice.cz**
- 42 **Castle Cimburk near Koryčany, www.cimburk.eu**
- 43 **Hodonín, www.hodonin.cz, www.laznehodonin.cz**
 - Masaryk Museum, www.masaryk.info
 - Zoo Hodonín, www.zoo-hodonin.cz
- 44 **Kuzelov - wind mill, technical monument, www.technicalmuseum.cz**
- 45 **Mikulčice - Slavonic fortified settlement and nature path, www.mikulcice.cz**
- 46 **Starý Podivorov - wind mill, technical monument, www.podivorov.cz**
- 47 **Ratíškovice - Ratíškovice railway**
 - pedal cranes, Museum in the Wagon, www.ratiskovice.com
- 48 **Topolná - rural architecture complex, open-air museum, www.slovackemuzeum.cz**
- 49 **Tvarožná Lhota, www.tvarozna-lhota.cz**
 - Museum of "snicebny trees"
 - Travníča - look-out tower, chalet, small museum of local Kapániec timber houses, ecological nature path, Brno
- 50 **Staré Město - Memorial to Great Moravia "Na Valch", www.slovackemuzeum.cz**



Petr Gondáš 

Petr is the project manager of the National Wine Center. Among other things, he is in charge of the certification of wine tourism facilities and publishing of guides and maps.

USEFUL CERTIFICATION

As already mentioned, wine tourism is very popular and well developed in the Czech Republic. Here is another tip worth following anywhere in the world.

The wine areas with mosaics of vineyards, cycling paths, cellar lanes, wine cellars and wine stores attract thousands of visitors each year. But how can you find your way around in the offer of services?

Where will they offer wine for tasting to you, which winery will welcome you with open



arms and where is the best place to stay overnight? The advice is simple – look if there is a certificate. The certificate guarantees a certain basic level of services related to wine, guarantees the safety, hygiene, and credibility of the certified company. The issuance of the certificate is preceded by an on-site inspection by an employee of the National Wine Centre.

The places, whose owners understand the requirements of the modern age and their menu of services show taste, ingenuity, and professionalism. They differ from other similar buildings, an enamel sign with logo of Vína z Moravy or Vína z Čech (Wines from Moravia or Wines from Bohemia) and Czech and English writing “wine tourism certification”. Lists of these facilities, together with their brief introduction, contacts and logo or photo, can be found in this publication after the chapters introducing the wine sub-regions. All comply with the mandatory requirements for a given category and a set number of optional criteria.



Certification is awarded to five types of facility. For all presentation at www.vinazmoravyvina-zcech.cz, distribution of promotional materials about wine and providing information about wine tourism are obligatory. For foreign visitors, materials in one world language are prepared.

What will the 79 certified wineries offer you? A certified winery has a range of at least 90% of domestic wines from at least 6 varieties, among which are wines typical for the region.

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There is no way to defeat alcohol in the match, only Moravians ended in deuce...

Moravian proverb



At least part of the wines is listed in CAFIA (SZPI) or has the VOC sign and awards from a selected domestic competition. They will allow you to explore the vineyards or winery. Of course, there is the possibility of buying wines and

wine packaging.

What do the 85 certified wine cellars offer? The structure of wine is, according to the rules for certified wineries (with the exception of awards of the competition), in the offer of certified cellar. They will offer wine tasting and other programmes to you here. You can choose hot or cold snacks for wines served from corresponding glasses. Certified cellars have simple and clean equipment and a matter of course is hygienic facilities.

What can you expect in the certified wine stores?

It does not have to be only a wine store, but, for example, a wine store linked with the information centre, but with trained staff for wine presentation, sommelier needs and other services.

A certified wine store offers wine tasting of at least two bottled wines for at least 7 months of the year, from June to September, at least four days a week. In addition, regularly organizes or, on order, arranges wine tasting or other programmes. Offers at least 40 types of bottled and clearly priced wines, where at least 70% comes from the Czech Republic and at least 30% from the given sub-region. You will often meet the offer of other regional products.

What services do the certified restaurants with wine or wine bars offer?

You will be presented with a bilingual food and drinks menu with a sufficient selection of bottled wines, at least 20 wines from the given sub-region and at least four bottled wines by the glass at a certified restaurant. A qualified person will help you with their selection. At

least half of the menu is traditional meals of rural cuisine from fresh products and food according to the seasons, each with a recommended wine. The restaurant organizes special wine and culinary events at least twice a year, e.g., a menu with more courses combined with wines.

What do the certified places of accommodation offer?

Certified accommodation differs by wine themes from regular hotels and guesthouses. Connection with viticulture and wine is obvious at first look here. This accommodation is located either directly in the winery or by the wine cellar, wine store or restaurant oriented at wine and their capacity does not exceed 50 beds. You will get information about winemaking in the region and an overview of the main tourist and wine services and events from the staff. A matter of course is cleanliness and a breakfast buffet. For many fans of wine tourism, the logo is a sign of certainty that in a certified facility they will; be provided with the services they expect. ♣









The Moravian Feast is a several-day folk festival, originally celebrating the anniversary of consecration of the church in the village. Therefore, it takes place in different municipalities at different times. The usual attributes of the feast are richly embroidered and decorated folk costumes, the decoration of which varies from region to region. In Moravia, maypoles are built during the feast and local folks then dance around it. All of this was captured by a photographer Milan Krása.



František Koudela

President of the Association of Winemakers VOC Znojmo, director of the cultural institution Znojemská Beseda. Teacher of gastronomy and leader of junior sommelier seminars. Sommelier more times awarded in both, Czech and International Competitions.



VINOBUS (WINE BUS)

The city of Znojmo is often called “the pearl of South Moravia”. The region of Znojmo in the southeast of the Czech Republic has preserved its own culture as well as its traditions and as a wine-making region it is a popular destination for not only lovers of wine but also nature, history and gastronomy.

One of the oldest cities in the Czech Republic will captivate you with its many architectural monuments and also with the surrounding landscape, with alternating forests, vineyards, orchards and winemaker villages. It is the center of the Znojmo winemaking sub-region and at the same time the gateway to the Podyjí National Park, which stretches along the canyon of the Dyje river. Many visitors are attracted by wandering through the local region and its excellent conditions for hiking and biking combined with tasting local wine.

VOC is an appellation designation similar to AOC in France or DAC in Austria. Winemakers from Znojmo founded the first VOC association 12 years ago. Besides taking care of the quality of wines within the association, the VOC Znojmo winegrowers' association came up with a tourist winemaking bus project, the so-called “Vinobus”, the year before last.

Tourists who are currently in the center of Znojmo and would like to get to cellars and wineries quickly and easily no longer have to solve the problem with transport. All they have to do is to get on the Vinobus and then just wander through the vineyards, walk through the cellar alleys and enjoy top wines with the original certification of winemakers from the Znojmo region. Their mentor and helper is a trained guide, who must always be present on the Vinobus.

The first stops are located in the center of Znojmo on the ancient Masaryk Square in front of the train station. The last city stop is at the Louka Monastery, one of the most important and largest monastery complexes in Central Europe. At present, the Znovín Znojmo winery visitor center is located here and thousands of bottles of wine as well as some sparkling wine are maturing in the monastery cellars.

Then the Vinobus leaves the city behind and sets off to nearby Nový Šaldorf. The local cellars were dug or rather scraped by generations of local winemakers in the sandstone massif during long winters. The fine excavated sand has a blue color in daylight. It used to be used for the stucco plasters of palaces in Vienna.

Several hiking, horse-riding and biking trails pass through Hnanice, known for its long vaulted wine cellars. Therefore, it is an ideal starting point for exploring the Podyjí National Park. Bikers who have wisely loaded their bike into the bicycle lift, which is a part of the Vinobus, will definitely enjoy these bikeways.

On the slope of a rocky promontory in the meander of the Dyje river is the Šobes vineyard, which is ranked by experts as one of the ten most beautiful European wine-growing locations. At the tasting stand, the Vinobus passengers have a unique opportunity to enjoy exceptional Šobes wines right where the grapevine is born.



heat and a „*shelter of the storm*” in the rain, in Bob Dylan’s words.

Exploring the best vineyards of the Znojmo wine region continues. This time Vinobus arrives through the Waldberg vineyard to the village of Chvalovice and to the local cellar alley. The passengers can compare it, after a few kilometers, with another attractive cellar alley in the village of Vrbovec. A valuable and

Another ancient village where wine has been grown for more than a thousand years is Šatov. When sitting on the terrace of the local Moravian cellar with a glass of wine, the Vinobus passengers can enrich their experience by Moravian gastronomic specialties, such as smoked sausages, bacon, smoked meat, cheese and pickled vegetables. Or they may prefer a stylish wine barn that stands directly opposite the cellar and provides shade in the



well-preserved set of wine-growing buildings attracts from afar because of the saddle roofs of ground-floor pressing shops.

The picturesque village of Tasovice is surrounded not only by extensive vineyards but also by unique natural localities with the occurrence of protected species of plants and animals. Also, it is possible here to exchange the Vinobus seat for a bicycle seat and ride through a part of the local bikeway.

Wineries in the Znojmo region include not only historic cellars and pressing shops but also modern architecture. An example is the Lahofer winery with its architecturally interesting „concrete wave“, a building sunk into the slope of the U Hájku vineyard, which is followed by an outdoor amphitheater for cultural events. From there it is not far to the VINO HORT wine-tasting cellar in the village of Dobšice. Here, it is appropriate to end the Vinobus ride with rosé wine because it is the technology of rosé wines in which the winery achieves its greatest success.

When Vinobus stops at the final station on Znojmo's Masaryk Square, where its journey had begun, it has driven a path of forty-five kilometers.

Some passengers completed the entire route with a guide and enjoyed the magic of short stops, others separated at some of the stops to pursue their own program and they boarded

”

A true traveler's journey is never complete. Wherever you go, go with all your heart. Drink heavily with locals whenever possible.

Anthony Bourdain

another Vinobus again after three hours and continued the planned route.

Tourists can use the Vinobus from May to October but it is not idle in the off-season. It can be rented and you can plan a trip along an individual route with family, friends or colleagues, of course, with wine tasting in selected and agreed places.

The Vinobus project contributes to the development of wine tourism and increases the tourist attractiveness of the region. Its occupancy has been increasing year by year, while its popularity is evidenced by the fact that more and more passengers are returning to repeat the Vinobus ride.

The price of an all-day ticket with the possibility of transfers is 150 crowns per person, which probably won't tell you much. Internationally understood information would be the fact that the fare corresponds to the price of a bottle of quality wine. A 1/3 family discount is available to families. ♣





Napa Valley luxury Wine Train.



A bus is a suitable very versatile vehicle for wine travellers. In Niederösterreich (Austria) you can enjoy a tractor ride, in German Ruedesheim you can take pictures of grapes from gondola lift. In the region famous for Sauvignon, French Sancerre (Loire) they offer helicopter or baloon flights. I have already enjoyed a ride in a large golf-car visiting Prada a Tope in Spain, in a horse-drawn carriage in Alsace, on horseback in Mendoza or on a boat in South France. Offer pleasure to travellers!





Vineyards surrounding wine city of Velké Bílovice, Moravia, Czech Republic





Moravian photographer Milan Krása captured thousands of beautiful moments with his lens. In recent years, lookout towers for tourists have been built in numerous places. This interesting Spiral Prospect over the village of Kobylí made its way to pages of Forbes and the New York Times.



HEROIC LIGURIA



Enzo Giorgi

National Councilor of the specific wine competition Città del Vino (www.cittadelvino.com). Deputy for Agriculture, Tourism and Culture at the Municipality of Arcola / La Spezia. Member of ONAV (Organizzazione Nazionale Assaggiatori Vino) since 2001 and AIS (Associazione Italiana Sommelier) since 2002. International wine judge.

By my opinion, wine tourism should be among the first forms of tourism to restart by virtue of the possibility of being carried out in the open air, individual or in small groups.

In the medium term Covid-19 will accent a change of habits and a consequent and precise attention to hygienic conditions and hospitality guaranteeing the customer's safety.

Italy is suffering greatly from the pandemic condition caused by the absence of foreigners from intercontinental travel from USA, Canada, Asian countries etc. This first and foremost determined the current crisis of Italian tourism and the consequent failure to sell wine in the network of restaurants, which are still active thanks to the substantial presence of tourists. The daytime openings of restaurants, in fact,

do not compensate for the consumption of wine which is mainly concentrated around the dinners of tourists and Italians who travel for various reasons including work and leisure.

On the other hand, I hope that some of the hitherto congested tourist areas will realize

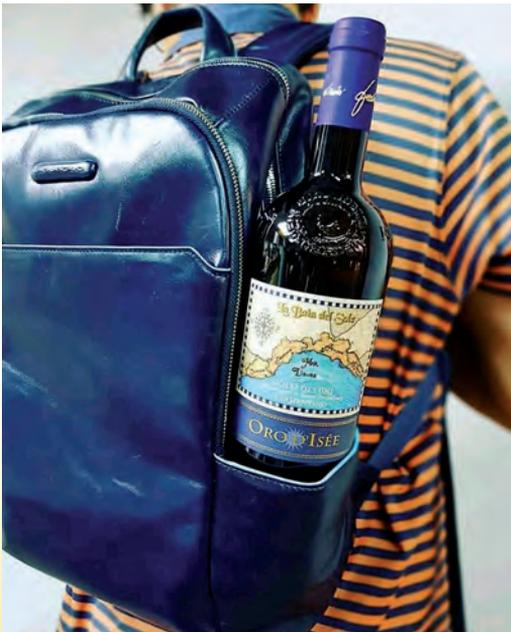


that it is also necessary to live in their cities, and not just to get out of the way of tourists. Too much of tourism pressure is blocking cities of art like Rome, Florence, Venice, what has caused difficulties of a regional and general nature.

Cities like Venice, the Cinque Terre or Dubrovnik had changed their character due to the influx of tourists coming out by the thousands from cruising ships. When the ships have stopped sailing and landing there, life has disappeared, and the cities are empty. Normal life is missing there.

I think also tourism should change to remain sustainable. Today's tourist is running through the city, eating, drinking, buying souvenirs and filling memory card of his smartphone. Not any real experience!

But consider another way to exploring my piece of Italy. The sea and the landscape have always had a particularly important influence on life, culture, viticulture, and wine production in Liguria. Let's enjoy it - we are speaking about wine-oriented tourism. The vineyards, exposed to the sea breeze and often cultivated in steep cliffs that slope towards the sea,



produce wines with a very strong personality and salinity, difficult to find in wines produced elsewhere. And they are so beautiful! Well worth a visit!

The terraces and steep slopes, often without access by roads, as in the „Cinque Terre“ area, have often led to the definition of Ligurian viticulture as „heroic“. The harvest is carried out strictly by hand and the grapes are carried on the shoulder, not by choice, but by necessity

imposed by the conformation of the territory.

It is good to know, that the first traces of vine cultivation in Liguria date back to Roman times, while the roughness of the territory had prevented its development in previous times, during which there was a cultivation of the *sylvestris* vine according to the techniques of climbing the trees!



The first terrestrial crops were the work of the Apuan Ligurians who learnt how to cultivate vines from Etruscans in the hills of the Ligurian Riviera di Levante, today's territory of



Farinata di ceci (focaccia made out of chickpea flour) is a classic Ligurian specialty, to which ingredients such as rosemary, onions and olives are added, and many others, creating numerous variations.

La Spezia and Cinque Terre. Later the commercial and maritime success of nearby Genova has also given considerable impetus to viticulture and the production of wine. Rich contacts with different people and cultures have certainly contributed to enriching the region from an ampelographic point of view.

Anyone who comes to Liguria humbly as a real guest will always be welcome here. He will enjoy great seafood, like Brodetto of rock fish, whitebait stew, fish ravioli and marinara mussel soup, the mackerel in pea sauce, the whitebait omelette, or pasta with the pesto, based on fragrant Ligurian basil, famous all over the world, the walnut sauce, the touch of meat, mushrooms, and salsa verde. All this with excellent local wines of various styles, sea



Cinque Terre is a coastal area within Liguria, in the northwest of Italy, in the west of La Spezia Province. It comprises five villages: Monterosso al Mare, Vernazza, Corniglia, Manarola, and Riomaggiore. The coastline, the five villages, and the surrounding hillsides are all part of the Cinque Terre National Park, a UNESCO World Heritage Site. Over the centuries, people have built terraces on the rugged, steep landscape right up to the cliffs that overlook the Ligurian Sea. Usually the area is overcrowded by tourists.



”

The first condition of understanding a foreign country is to smell it.

Rudyard Kipling

aromas, music and Ligurian hospitality. Not to forget the famous sweet Cinque Terre wines to accompany your desert, the rare Sciacchetrà passito produced from grapes left to dry in naturally ventilated rooms.

I expect the customer will be more and more interested in organic products of which certain traceability must be guaranteed. The actions carried out on a local basis in favour of the short supply chain, the accessibility of quality products at the right price and everything that can guarantee the health of the consumer will be increasingly interesting. Attention to the safety and hygiene of food, accommodation and travel will remain a legacy of the current pandemic.

I was talking about my beloved Liguria, where I know it best. But this is true of many historic cities, at least around the Mediterranean Sea.



WINE TOURISM IN ARGENTINA

by **Cristina Pandolfi**



The wine tourism sector in Argentina was severely affected by the prolonged quarantine. They had to change the modalities used up to that moment (especially offers of activities), and generate new protocols for the hospitality sector in the wineries.

The province of Mendoza was the first in the country to once again allow wine tourism, increasing the prevention protocols for COVID-19, initially at the local level, then at the provincial level, and currently opening to tourists from other provinces. Still awaiting authorization is tourism from abroad, which will provide for the full recovery to the flourishing activity that the industry had developed pre-pandemic.

At the moment it is summer, in an epidemiological pause, and planning to vaccinate the population. There remains the uncertainty of what will happen with the arrival of cold weather and with it, the possibility of a second wave of infections. In any case, the sector and the population are better trained and prepared to face the situation if this occurs.

Officials in Argentina have extended the ongoing closure of the nation's borders, as well as the existing social, preventive, and compulsory distancing (DISPO) phase of reopening. The measures are part of the nation's continued coronavirus disease (COVID-19) response.

Additional measures are being enforced in the city of Buenos Aires. Commercial establishments may operate at 50% capacity, while restaurants and other food-serving establishments may operate at 30% capacity. Public transport is reserved for essential workers and people attending medical treatment. ♣



NEW NORMAL: EXTRA HYGIENE MEASURES

Debic is a brand dedicated to professionals in the HoReCa segment with the goal of simplifying the quality of stored products with their simplicity and minimum preparation time. It is a part of FrieslandCampina, one of the world's largest companies in the development, production and sale of dairy products. 100 years ago Jean Debijs started collecting milk. With a tradition dating way back this Dutch giant distributes dairy products to more than a hundred countries in Europe, Asia and Africa, with offices in 34 countries. Decib provides its customers - chefs and pastry-chefs, with a wide range of consulting services, recipes, as well as business and hygiene consultations. A number of newly emerging wine visitor centers and wine tourism premises are connected to the restaurant and an increasingly number of them also provide accommodation services. And that's where the current Decib advice is very useful.

Restaurants, bars, hotels and catering companies too were forced to close their doors to comply with governments rules and avoid groups of people meeting. An extremely difficult situation for an industry already dealing with often challenging working conditions. Yet, those working in the sector are often entrepreneurs at heart: resilient, brave and creative when times get tough. Decib reached out

(virtually) to professionals at home and abroad to find out how they are coping in times of corona.

With the corona epidemic hitting just before high season the hospitality industry is wondering what will happen. When will they be allowed to reopen? Will things ever go back to the way they were? No one knows, but it is clear that none of the people we contacted are



throwing in the towel. They all looked for creative alternatives to get their food and drinks to their customers and to still generate income. And with conditions in kitchens changing – think extra hygiene measure, new shifts and distancing – everyone has had to be inventive with time, budget and available space.

As soon as the corona crisis hit, many restaurants and catering business saw turnover drop rapidly. Gasthaus Kreuz (GER), for instance, lost 60% capacity due to social distancing. This meant kitchens and staffing had to be quickly reorganised to suit takeaway and home delivery. It became essential to downsize, both the menu and the teams. Casa KBirr (IT) has adapted the amount of dishes they make and has changed team shifts so that everyone can still keep their job. Setting up a safe takeaway system has been challenging too. Cantine Copine (BE) has been offering one takeaway day a week, others have mainly been focusing on Fridays and Saturdays.

Everyone we contacted agrees: the times

ahead are very uncertain so caution is needed. This is not the time to start investing in things that might turn out to be unnecessary. The safest approach is to wait for government guidelines. The most important bit of advice? Stay in touch with your clients. They are your core business and will most certainly return to your business, as long as you keep offering the quality and service they are used to. Sportschule Hennef advises to not only spoil customers, but staff too. Just like you, they are holding strong during these difficult times. Heiligenstadter Hof (GER) sums it up beautifully: “View this crisis as an opportunity. A chance to reinvent yourself and come up with innovative concepts that will also do well once the dust settles.”

This NEW NORMAL comes with many restraints that will have consequences for your staff as well as your customers. Local regulations might vary between countries. However, two of the most well-known measures to take into account are to ensure hygiene at all times,

and to maintain social distancing. These will apply not only in the kitchen, but also in the eating area of your business. We have gathered tips and share our advice on dealing with kitchen staff, setting up your eating area, organizing service and ultimately creating a safe customer experience.

TIPS FOR KITCHEN STAFF

It is important to ensure the 1,5m distancing, even between kitchen staff members. This will require changes in the way your team is organized:

Work with multiple smaller workstations, if possible for example with a small(er) combi-steamer per station instead of one oven for the entire kitchen.

Staff members work with their own tools (knives, kitchen towels, etc.) and disinfect them regularly after use.

Set up a one dish-one chef rule. Chances are staff members will not be able to maintain distancing when working together on one dish.

Only allow the necessary people to enter the kitchen area. Communicate this very clearly with other staff members or, for example, external visitors.

Of course, HACCP-rules apply in your kitchen at all times. Now more than ever it is important to follow these rules strictly. Pay extra attention to these guidelines to ensure hygiene:

Ensure a proper working ventilation system, and air out your kitchen on a regular basis.

Make sure disinfectant is available at all times. This includes alcohol-based handgels and antibacterial soaps.

Washing hands very often is still one of the most effective ways to prevent a virus from spreading.

Encourage staff members to wear face masks or face visors.

As per usual, staff members should wear a clean chef's vest and hat or hairnet at all times.

Take on the habit of changing towels and kitchen attire more frequently and cleaning the kitchen more often.



SETTING UP YOUR EATING AREA

Your kitchen will not be the only area in the restaurant that will require some changes. Take into consideration the following tips & guidelines to create a safe eating area for your service and guests:

In the start-up phase, limit the maximum capacity to 30-50% of your normal capacity. Set up tables in a way that a 1,5m distance can be ensured between groups, even when guests have to make their way to the bathroom.

Use paper table cloths, napkins and placemats. If this does not suit the atmosphere of your restaurant, cotton cloths, napkins and placemats should be replaced after every service and washed at a minimum of 60°C.

Keep in mind that everything that has been touched by guests during their dinner should be replaced or disinfected after their visit. This includes salt and pepper shakers, sauce bottles, bread baskets, etc. A good alternative would be to look into separately packed portions which can be thrown away after every service. Think of creative ways to prepare these yourselves for that extra touch.

Menu cards should be disinfected after every use. An alternative could be to put the menu on a screen or chalkboard in your restaurant. Make sure the menu on your website is up to date and refer guests to the online version of your menu when making their reservation. Chances are this will also limit the time your guests will take to place their orders.

Glasses and tableware should be washed at



high temperature after every use. This includes beer glasses.

Set up a little stand at your entrance with some alcohol-based handgel and complementary hand lotion for your guests.

If the weather allows it, leave doors open at the entrance. This way guests and staff won't have to touch (and consequently disinfect) doorknobs.

Wherever possible mark the 2 m distancing with tape or paint on floors or set up signaling signs.

Keep groups of guests at a minimum: max. 2 to 4 people per group. Check your local regulations, some countries will allow groups of max. 4 - 6 people.

ORGANIZING SERVICE

Creating a safe dining experience for your guests starts or course with the service. Create a new set of rules and boundaries to live by for

your service. Remember that service is central to create a safe flow from kitchen to table.

Staff members serving at the table should wear a face mask and always disinfect their hands after serving.

If possible, organize staff in such a way that one and the same service member is in charge of clearing the tables.

Have a staff member welcome guests at the door. This staff member should be the only one to open and close the door.

Avoid body contact between staff members, as well as between service and guests. Do not shake guest's hands, even with loyal customers.

No longer expect service to take guest's coats. Instead, show guests where to hang their coats on a reserved, and cleaned, hanger themselves.

Have staff members note down the contact information of at least one guest per group.

This will help with contact tracing should anyone of your staff or guests get infected.

Only allow for staff members to serve at the table. Do not allow guests to pick up orders at the bar and avoid walking dinner or buffet concepts at any cost. If possible, let staff members serve dishes under a cloche.

Have a staff member show guests to their seat to avoid unnecessary running around by guests. Signal this with a sign at the entrance saying, „wait to be seated.“

Seats and tables should be disinfected after every service. Preferably, this should be done by one and the same staff member.

CREATING A SAFE CUSTOMER EXPERIENCE

Ensuring your guests have a pleasant dining experience will become more challenging. Think of the entire experience of your guests and how you could make this as comfortable as possible. Beginning from the moment guests make the decision to dine out and walk up to your doorstep until the moment they pay their checks and leave, to hopefully return very soon.

Begin with reservations only. Communicate this with customers on your social media and website, or even by hanging up a poster at your entrance or outside of your restaurant.

Communicate all the measures your restaurant will be taking in as many ways as possible: on social media, your website, send out an email to guests after reservation, let a staff member give all the necessary information when welcoming guests at the entrance, etc.

These are only some guidelines and suggestions to take into consideration when reopening your restaurant or dining area. One thing is certain: these changes will require a new mindset from your entire team and will bring changes to the way your team is organized. However, your guests will definitely thank you for your commitment and for making them feel welcome and safe.

Our thanks belong to Debic team! ♣

New hotels standards

The hotel industry has a longstanding commitment to cleanliness and safety for the employees and guests. It is necessary to continue this commitment during the public health crisis. The following health and safety guidelines represent best practices for the hotel industry, during the re-opening phase of the economy. It is anticipated that these guidelines and protocols will evolve based on the recommendations of public health authorities and must be done in compliance with any federal, state and local laws.

Cleaning and disinfecting shall be frequent (multiple times per day) with an emphasis on frequent contact with hard non-porous surfaces including, but not limited to, front desk check-in counters, bell desks, elevators and elevator buttons, door handles, public bathrooms, vending machines, ice machines, room keys and locks, ATMs, escalator and stair handrails, gym equipment, pool seating and surrounding areas, dining surfaces and all seating areas.

Cleaning and disinfecting protocols will require that particular attention is paid to high-touch, hard nonporous items including television remote controls, toilet seats and handles, door and furniture handles, water faucet handles, nightstands, telephones, in-room control panels, light switches, temperature control panels, alarm clocks, luggage racks and flooring. The frequency of room cleaning during a guest's stay may be altered based on guest requirements.

In the event of a presumptive case of COVID-19 the affected guest room shall be removed from service and quarantined. The guest room shall not be returned to service until undergoing an enhanced cleaning and disinfecting utilizing EPA approved products within these guidelines. Thanks CDC team! ♣

Like you the book so far? Invite us to a break!
We will enjoy a cup of coffe or some wine with you!
You can say thank you so we know you like it.



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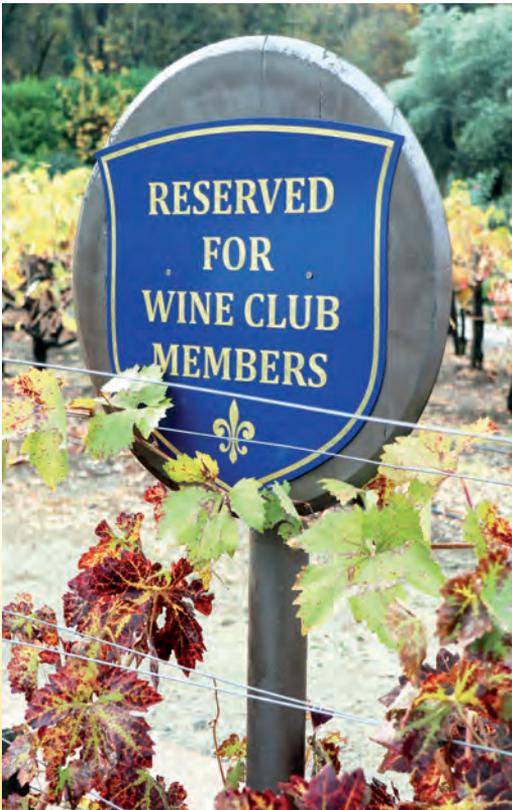
*The newly reconstructed chapel of St. Florian and St. Sebastian
in the middle of vineyards, Bzenec, Czech Republic*



HOW ABOUT VISITORS IN THE FUTURE?

It is very likely that rather sooner than later the time will come when the wine production will be subject to the same rules like any other food! It is possible that it won't apply to small wineries and traditional Moravian, Greek, Montenegro wine cellars, but I would not rely on it much. During an excursion to the dairy, cheese factory, or bakery, you will automatically receive shoe covers, a disposable coat and a headwear... and I probably don't have to say more.

Coronavirus has accelerated another aspect that winemakers cannot close their eyes to - safety, health and hygiene. Developed Asian countries offer drink cans of 1.5 dcl, 2.5 dcl and 3.3 dcl for different thirsty people, each of them being also in a shrink wrap to prevent contamination and to allow safe drinking directly from it. In France, I have already seen a bottle neck with a crown cap covered with a simple hygienic shrink wrap.



We have mentioned several times that wine is considered a food in the EU, and only because of this could the wine shops remain open except for direct consumption. However, every coin has two sides.

The facilities of new wineries in Europe and the USA are already ready for such a situation. They consistently separate the production areas and areas where the public is allowed. Seeing the production is made possible through glass windows, a path leading around the building with views of the inside. Visitor centers are being set up, where the immediate experience is replaced by a view through a glass wall into the barrique cellar on the left and stainless steel tanks lined up like soldiers on the right.

Large and wealthy companies even choose the option to turn the original winery into an open-air museum, a museum that provides the perfect illusion that you are really in the winery, but the actual production processes take place in a new industrial hall, often located several kilometers away.

HAVING A VISITORS CENTER HAS A NUMBER OF BENEFITS

There is a fixed opening time, which everyone accepts for the „store“ out of habit and stereotype without any problems, but at the cellar they expect open arms almost non-stop.

Visitors center is often associated with a reception or office; the sale of wines to visitors

A visit to the winery is a forthcoming act of the customer. Make it a pleasant and entertaining experience for them.

Appreciate it. Wine tours have always been the key to creating the best relationship possible and achieving higher sales.

You don't just sell wine in the company shop and tasting room.

You sell future memories!

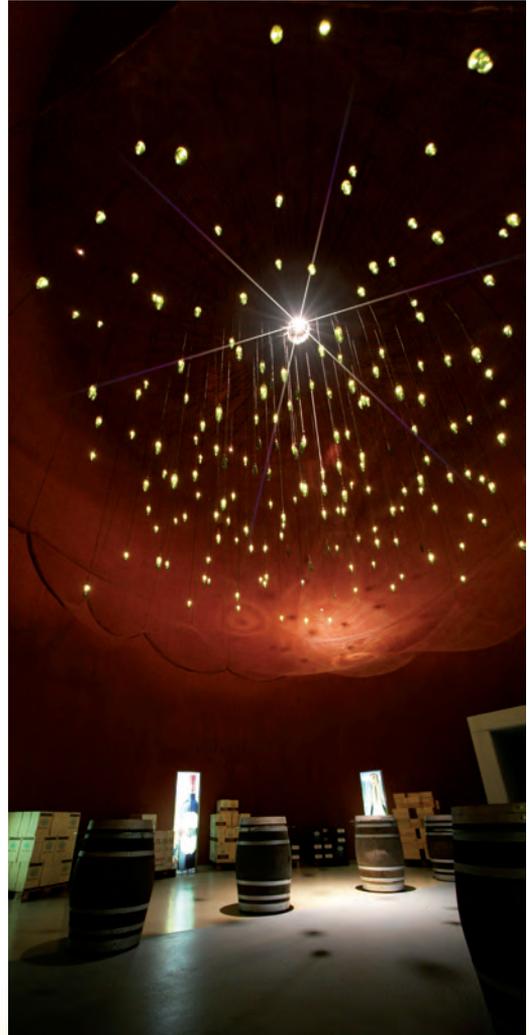
Harvey Poselit, dean of wine PR

is part of the work of a „junior marketing assistant“ and it doesn't cost the technologist or the business owner their valuable time.

The store is usually at the street level, so it's easy to quickly remove from storage and load

even larger quantities of wine. Unlike the cellar, everything is ready for issuing and printing of tax documents.

But a well-planned visitor center can do much more. The atmosphere may indicate that you are a little different winery than you really are. A small winery can seem and act as



You don't always need to spend millions of dollars to build a visitor center. Bodegas San Valero, Carriena, Spain, has converted old outdoor tanks into a tasting room, shop and beautiful diorama. And when there are no visitors, the guide wraps up the bottles into decorative papers.



bigger than it really is. And the big ones, where wine lovers are still a little reserved, can become a little „smaller“ in the visitor center.

However, the biggest benefit is that the main purpose of the store is sales. Say it again to yourself. This is not a tautology!

The customer who enters it will be welcomed by a pleasant person who is there to sell the customer whatever he or she wants, and if possible much more.

The customer won't find themselves face to face with a winemaker in boots who is just pulling some heavy hoses and thinks of everything else, but not the sale of a case of wine.

If you are planning, designing or already building a new tasting room, it is ideal to plan a tasting island in the middle, which is accessible from all sides and which will serve the maximum number of visitors - and everyone can see and hear well. If by chance more people than can reasonably fit to the tasting counter come there, set the tables around the room and call on colleagues to offer samples of what you will be talking about. It is not ideal, but the waiting time will be shortened and everyone, even those who are not in the first row, will be face to face with the representatives of the winery. Try to do everything possible to prevent forming two or even three rows, making sure

One of the most famous wine buildings is Frank Gehry's Marques de Riscal, Bodega Elciego, Rioja Alta, Spain. However, it is actually neither a winery nor visitors center, but a hotel for visitors of the winery.



A properly designed tasting room. 40-50 people can comfortably fit around the counter, which can also be easily extended by pulling additional table boards from under the counters if more visitors arrive. Fulkerson Winery, Finger Lakes, NY, USA.

that each guest is in the first one. If the customer is in the second row, it is as if he or she was somewhere in the Böhmerwald foothills and being in the third row is almost similar to being in Siberia or Alaska.

So we have our scene ready: a tidy parking lot, decorated shop, and the staff in a good



A purposeful economic option in Heron Hill. The bar table can accommodate 25-30 people, which may still be enough for a small winery.



Curtains over the shelves cover the wines, used glasses and everything else - both needed and no longer needed - from the eyes of guests. In addition, cloth with lace or embroidery creates an ancient and homely look, as in Wagner Winery and Craft Brewery.

mood. Its first and most important task will be to welcome every newcomer within 15 seconds, even if they are in a group. Those 15 seconds is the maximum time until someone has to pay attention to the visitor - it is enough to at least greet them, saying „How are you, I'll be right with you ...“ together with eye contact, showing that you care about them and building a hospitable atmosphere. How many people had already entered the inhospitable room were not even properly greeted, so they walked away! Their neighbour will really enjoy listening to the stories of how poorly they were received by you!

The visitor center is a place of information



The funnier (Clean, Cook, Have wine) and nicer the t-shirt design, the bigger the sales. Those people will advertise for you and while paying for it at the same time! It pays off to connect with a talented designer!

and trade. Offer interesting goods from your neighbours as well! Offer honey, fruit, cheese, or smoked meats from the farm, famous pastry from the bakery or handmade products. And, of course, souvenirs! And make an agreement with them that in return, they will offer your wines among their nuts or embroidered blankets. ♣



A sommelier should not only be an informative and capable salesman but he or she also needs to be funny and kind. Waiting for John Howard, owner of Megalomaniac Winery in Vineland, Canada, Lincoln, ON, was extremely enjoyable thanks to the female sommelier!

The funnier and more tasteful your t-shirt, baseball bat or hoodie, the more you sell (that alone is good news), and the more people will wear them and spread your name! It pays to connect with a designer who has good ideas! Keep calm, drink wine, or Wine o'clock is no longer enough today. Something more original and well-crafted is needed..

THE SOMMELIER MUST BE INFORMATIVE

Some will be surprised that the wine is made from grapes, while someone else will be interested in the details of the technology. The presenter must respond appropriately to both. So he or she needs to know it (and management should pay attention to his training) in order

to be able to explain everything adequately and provide visitors with an understandable education. Everything new that is happening in the company should also be known to the staff in the visitors' center. And they should also know the things they should not know - things which should not be presented, things they should not talk about and when to divert the attention to something else.

Being informative is a necessary condition of marketing and public relations. The right answers inspire guests to buy more and also to start appreciating the company and its people. However, at the same time, the staff must not be haughty and snobbish. It's great to know a lot, preferably much more than the guests,

but it's bad to let them know it too much. They should leave knowing that you were talking with them and not to them.

Everyone in the group is never on the same level. However, it is still possible to entertain everyone equally! Keep this in mind when preparing yourself. If you use comparison, everyone will have fun. See how different it is to say: „wine in a barrel undergoes micro-oxidation and aromatic substances and tannins are extracted from wood into it,“ compared to saying: „Maturing in a barrel is similar to inserting a piece of cinnamon bark into mulled wine. It is also wood, but it will give your wine a beautiful aroma. And it is similar with the barrique barrel...“

Involve stories and prepared proven jokes. Don't feel ashamed to invite professional entertainers and have them write a script for you to follow when guiding your guests in the future. **Make sure to avoid using gender and sexist double entendre! What worked 20 years ago is becoming a nuisance today, if it is not even taboo as in the USA.**

You serve and offer alcoholic beverages

and therefore the staff should be trained on how to handle more or less drunk people, as well as what health complications alcohol can cause (in case of diabetes, epilepsy, allergic reactions, etc.) and what to do in such cases. And when someone comes to you by car, don't pretend you can't see it! Have a number for „Fast Turtles“ on hand (a service similar to a taxi service, where a taxi with two drivers arrives and the second driver takes you and your car safely home). And arrange a discount for the guest using e.g., a club card!

DON'T BE AFRAID TO SELL!

Don't be afraid to offer wine for sale during the presentation, but don't be too aggressive - help the customer with the selection, but don't force them to make a purchase. Inform about the price and about items on sale.

Ram's Gate Winery, Sonoma, CA, is betting on a successful retro wave - the barn shape, traditional materials inside and an airy space. You feel so very comfortable here, you don't even want to leave.



“Do you like this Sylvaner? It’s the trout season, which is great. This week we have it on sale with a 20% discount!”

Offer benefits that you are entitled to offer which the customer may not be aware of. *„I see you have five bottles. If you take the sixth, I can give it to you for half the price.“*

Your staff must be trained to focus on three basic points:

- want to sell at least some wine
- gain the customer’s favour
- and get the customer’s address where you can send your offers in the future.

WINE CLUB

In many countries, especially in the USA or South Africa, wine clubs are the backbone of any tasting room and direct wine trade! In Austria, it is common to go shopping to the winemaker even without a club. But there are countries that have not yet discovered this amazing tool.

Sales from the winery generate the highest rate of profit, because you make them directly for all stages of distribution and sales, which would otherwise have to create the profit for themselves. Published prices should be the same as in retail, in order to respect traders’ prices, but club members should benefit from significant discounts, loyalty and volume bonuses, etc.

Satisfied members of your club become voluntary ambassadors of the brand, as they recommending it to others. Realize the uniqueness of this position! Elsewhere, companies pay a lot of money to show their samples to potential customers - and here the customers pay you! Thank them for that.

When people come home after a hard day and find two bottles from a popular winery there, it will surely make them happy. It is clearly a win-win position.

A well-run wine club offers events, meetings with the winemaker, various discounts and benefits, tastings of new wines, but above all, permanent and periodic wine deliveries



Paper carrying cases clearly say: Buy six bottles! They sell for \$ 1.99, but when you make a purchase over \$ 60, you get it for free, like in Glenora, Finger Lakes, NY. As Horst Fuchs said - and it pays off! On the one hand, the customer has something to carry the bottles in but mainly they will also fill all the compartments. Gentle psychological influence.

and often your own archives, where you can archive your purchased wines in good climatic conditions and let them mature there until they reach the optimal maturity.

FULL SERVICE

A common question you can encounter at the tasting event is: *„Where is a good place to eat around here?“* If you don’t have a good restaurant yourself, recommend a restaurant where they have your wine - and do even more! Offer the guests to make a reservation for them! This gesture will please the customer and you will identify yourself in the restaurant by sending them guests, thus confirming that it is right for them to have you on the wine list.

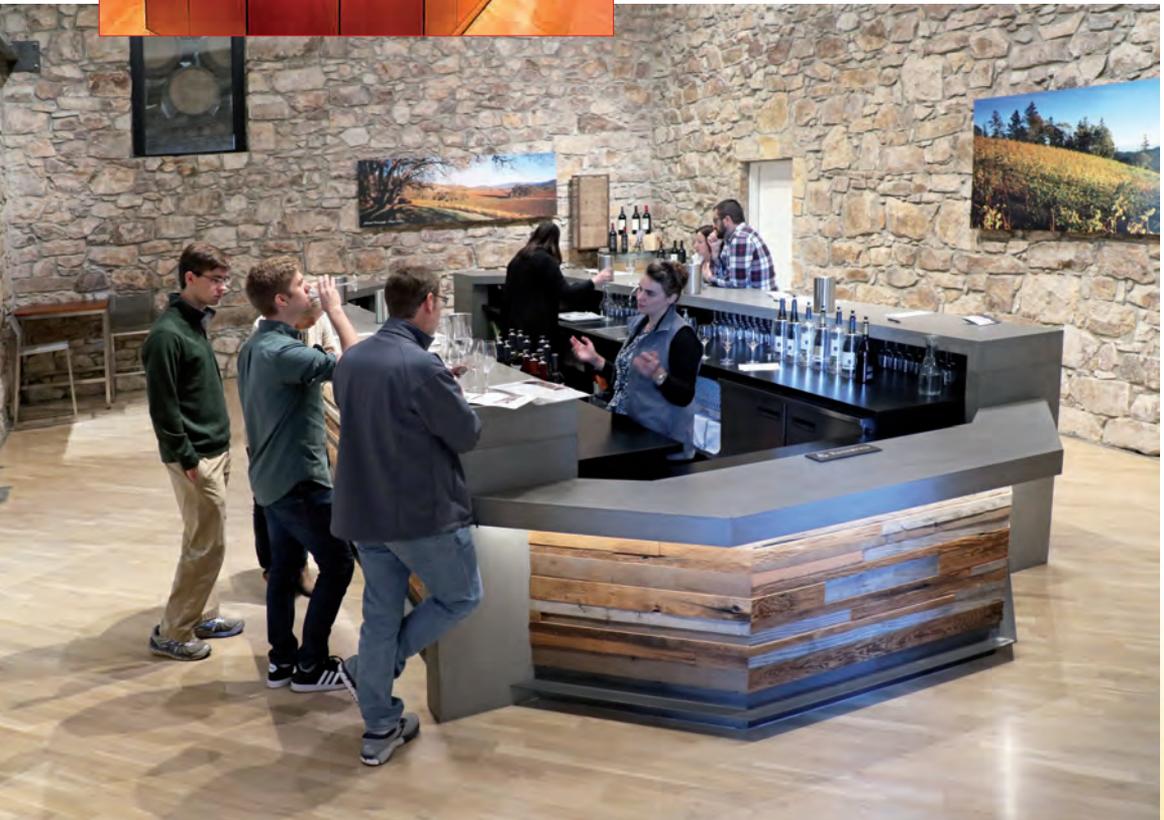
The world has changed and you (and your tasting room, shop or visitor center) have to keep up with the trend of the time. Install wifi and let it be known in a noticeable way! Many of those who come to taste your wine will share their experiences with others as soon as they see that they can connect for free. Open yourself to Facebook, Instagram, Twitter, and Whatsapp...!

Do you have a large flat screen on the wall, playing a loop showing vineyards and grape harvest on the wall? Almost everyone has it! Try to alternate this short film with current events on Facebook! The commotion which will be caused among your young guests by your own photo taken by your mobile phone and displayed on your LED screen will be great ... and you will also have not only their „likes“, but also their address for further contact.



Be interactive! Organize a photo contest about your winery, promise nice prizes and alternate their commented photos in a loop on the screen on the wall, on Pinterest, and upload its edited version to YouTube. Not only will you get an attractive collection of photos (don't forget to address copyrights in the competition) and attract the attention of amateur photographers (especially if you inform about the competition on several photo blogs and of course on your website), but you will also get attractive live decoration for your shop! And

Craig Roots, an expert who teaches this issue at Davis University, considered this work at Hess Collection, Redwood, Napa, CA to be the most beautiful tasting room. I wanted to see it for years. When I finally got there, it was gone. A devastating earthquake destroyed it and a new counter stood in its place. Well, not all changes are for the better.



if you connect with a photography portal (for example, by sponsoring its competition with your wines for the promotion of your photo competition), the winners may have a chance for their five minutes of fame, even among the professional public.

If the competition lasts and is periodically repeated for years, you will get a really large collection of photos - and a large group of photographers in whose memory your winery is imprinted!

Organize a simple winning competition using QR codes on Facebook, Twitter, Skype and even ICQ! Let them vote for the wine or photo they liked the most! Visitors will have fun, but because they have to register to win - your mailing list will be nicely filled with people who have visited you, had fun and will not consider your occasional e-mail as an unsolicited business offer.

Let yourself be registered as a tourist attraction, for example, on TripAdvisor. Or consider

” The customer’s hunger for authenticity, originality, creativity, sincerity and good intentions leads companies and brands to humbly return to the level of behavior and relationships that have rarely been seen since the days of our grandparents’ parents, when every store owner knew his customers personally and gave them his personal individual attention.

Gary Vaynerchuk

this: you are in the toilet, thoughtlessly looking around, and a frame on the wall in front of you with a familiar logo invites you to give your tasting experience five stars on the Trip-



Luxury Mrva & Stanko winery, Trnava, Slovakia. Worthy to visit and taste.





It is good to think of those who come to you but do not drink themselves. For example, for the older generation, a quiet corner with armchairs by the burning fireplace in winter. Various entertainment programs and courses are becoming more and more popular - for example painting, cooking, cosmetics, yoga. With a well-compiled offer, your family will spend the whole weekend with you and will be happy to return. Like at Schnebly Winery in Florida, where they have great fruit wines.



Advisor. Of course you will - and others will do it too...

And you are at the forefront of ratings among all wineries throughout the area. PR sometimes walks strange ways... There is no harm in that - Lidl also wheedles for votes - and then it becomes the seller of the year! Become the most recommended winery on the world's tourist portal! That sounds good, doesn't it? And it only takes a good idea!

EVEN THOSE WHO DO NOT DRINK WINE ARE YOUR CUSTOMERS

It's not just winemakers, who often overlook their potential customers, whether intentionally or inadvertently.

Not everyone is a lover of wine, whether their reasons are ideological or, for example, health-related.

But even those who cannot or do not want to consume alcoholic beverages can be enthusiastic fans of the culture that wine represents. The number of such people will increase over time and they can become customers of every winemaker who has something to offer them.

Whole families often come to the winery, and not everyone comes for wine. Be attentive to seniors and children! When the godfather or their little kid is tired, they bother others, they get bored and the whole group leaves earlier. Take care of them, give them a chair and serve them some water or grape juice and lend them a magazine (preferably one that talks about you). Lend the children some toys or give them a colouring book and they will not disturb. Others will be grateful to

you and will be happy to take their time - and make a purchase.

Non-alcoholic alternatives should thus become an integral part of the offer, because it is a product you will sell to a different customer than wine, showing that you care about them and that you value them.

It is precisely such customers, who will be happy to share their experience of your hospitality on their own, thus attracting more customers to the winemaker. ♣



Tomáš Šula & Jan Čada

PhDr. Tomáš Šula, Ph.D., and Mgr. Jan Čada are advertising engineers and Advertising Engineers s.r.o. is their advertising agency. They are not from Prague but from „Baťa City“ Zlín; they prefer beautiful Czech brands; they work for Vincentka Mineral Water, which they also like to drink with wine and during lectures at Tomas Bata University. They drive ETA vacuum cleaners the same way as they rode it as children during the totality era. www.reklamni-inzenyri.cz

CUSTOMERS ON WHEELS

Every business person knows their customer, but what if new potential customers grow up or an existing one changes their behavior? Adaptation should be continuous and controlled. Even if there was no pandemic, people will age and new generations come with new needs and desires.

However, it came.

A good example is a noticeable change in the way how people were spending their leisure time last year. The year 2019 was already a record year in terms of caravan sales and 2020, although affected by the pandemic, was not much different. Campers and caravans are now sold out until the next year! The number of caravans is growing and will most likely continue to grow. This means an opportunity not only for winemakers to win this target group over.

How can a winemaker be forthcoming to

the caravan owners? So far, there has not been much done and this area of interest has great potential, not only because of this. Caravans and trailers are an interesting alternative for traveling and spending holidays. They better accentuate the needs of the traveler, and freedom of movement gives people opportunities that static accommodation capacities cannot provide.

The long-perceived concept of a caravan owner with a German license plate and the smile of Horst Fuchs is long gone (although this way of spending a holiday is more widespread in the West, where it has a long tradition and can rely on better infrastructure). We are not even talking about vehicles worth several million CZK, with the best equipment imaginable, but about ordinary cars and vans, which are commonly used as family or work cars, and which serve as homes on wheels“ on weekends and holidays, thanks to their built-ins.

The question remains, what can be done for these potential customers?

First of all, to offer infrastructure at least in the basic concept, such as simply allowing parking and sleeping, for example by the vineyard. The connection of water and electricity already smells of luxury. The cost of traditional complete infrastructure, such as in campsites, is higher, but it will prove to be well spent in the long run.

However, the infrastructure itself will not help if it is not properly communicated. You are in tourist catalogs, perhaps even in local tourist maps, you have your advertisement by the roadside, and now you are getting another communication channel: Websites and guides of the caravan park community, who will welcome the comfort of the offered services and share the information - word of mouth. What's better than going from tasting in the cellar straight to your own bed! And when it comes to the worst and joint tasting are forbidden, you can still buy bottles from the winemaker

and taste them in front of your caravan overlooking Pálava, the windmill above the river of Rhône, Loreley on the east bank of the river of Rhine, or the „medieval“ Tuscan castle Castello di Amorosa in the Napa Valley.

For you, it is a welcome extension of services in addition to the now closed operation of pensions. It is not a replacement, but an extension of services that will bring in new customers. No one has banned caravanning yet, and if so, only for a short time.

The trend of „domestic“ holidays has an ever-increasing tendency, and the current restrictions and uncertainty in the area of trips abroad are accelerating this trend. Therefore, „he who is ready is not surprised.“ ♣



Winery U Kapličky, Zaječí, Morava, Czech Republic





The Moravia region in the Czech Republic attracts folklore, traditional vaulted cellars and sitting with a winemaker in a family atmosphere. Here, you can enjoy folk music and local gastronomic specialties, usually referred to as „homemade“. However, they come from artisanal cheese producers, fragrant butcher shops and classic bakeries. You will be happy to forget about time here. Because the „zero tolerance“ has been in force in the Czech Republic since time immemorial and the penalties for driving under the influence of alcohol are very strict, cars are left in front of hotels. The most popular means of transport in the vineyards is therefore a bike or walking. Then the wine tastes even better!

Barn and vaults, Château Valtice





When building a new winery, the Volařík Winery also finished a tasting center on the roof with beautiful view of the Mikulov Castle. The Bohemia Sekt Group invested a lot in wine tourism and direct contact with customers in recent years. Habánské sklepy (on the left) in the red wine production area, the main visitor center (below) in Starý Plzeň where the sparkling wines are produced.



Foltýns' Family Winery VINO FOL rebuilt an old cellar in the vineyard into a modern tasting, exhibition and cultural center - Veltinim.





VINAŘSTVÍ VOLAŘÍK
MIKULOV

Winemaker
of the Year
2011, 2014, 2018

Vinalies
Internationales Paris
2020
Champion of dry
white wines

Export:



DELTA WINES



volarikwinery.com





South African leaders in sparkling wine. J.C. Le-Roux/Pongracz chooses natural atmosphere, Simonsig tasting room looks like a bar.



Traditional old Stellenbosch winery Spier 1692 invites visitors to the tasting block in the middle of the room. Passionate wine lovers could sit by the table.





Ron Yates winery on Texas Road 290 provides tastings in a very clever visitor center concept. Parking and visitors pavilion are separated from the winery. Even the heavy traffic of visitors does not disrupt the normal operation of the winery. The sommelier's desk is located by the large window. When it is cold (or too hot in Texas), guests may be inside, otherwise the window opens and beautiful Michele serves guests under a spacious patio.



WINE ON THE FORK

The unfortunate ban that closed restaurants has been mentioned here several times. Not only does one have nowhere to eat on a business trip but the whole field has been gripped by a severe crisis, terminal for many. The primary impact on restaurant and hotel owners as well as its staff is spreading like an avalanche to suppliers of meat, pastries, vegetables, herbs, beer and of course, wine. How do its experts, representatives and sommeliers see their future and the place of wine in the future gastronomy? It is good to understand the problems of a long-term business partner.



Pavel Maurer

The founder and publisher of the only independent guide to Czech restaurants - Maurer's Selection - Grand Restaurant. Although he resists it, everyone still calls the book the Czech Michelin Guide. Its influence contributes to the fact that good and quality food in a pleasant environment is increasingly becoming part of the lifestyle of Czech society.

I really enjoy listening to winemakers, sommeliers, bartenders and people who understand wine when they are talking with me about it in person. I always enjoy my wine a bit more.

I think that everyone in the world has loved fairy tales, stories and legends since their childhood. Wines have so many beautiful stories!

They are romantic, dramatic, sad and happy, while they can also be instructive and fun. It fascinates me to learn, for example, that all labels used by one famous Tuscan wine were painted by a local village half-vagrant simple-minded man and it also fascinates me to look at the labels of the famous grand cru, which are the work of another famous world painter every year; I also like wines that have their designation very inconspicuous, as if the winemaker was sparing the expenses on the artist

or on the contrary, as if the winemaker was not attributing so much importance to the label, but rather to the contents.

I like stories about wine that originated from Italian-French love or Spanish pride. I enjoy wines that carried the almost pejorative term „garage“ a few years ago and are now breathing down the neck of big Bordeaux wines.

I'm holding my breath, when someone teaches me that wine shouldn't be swirled wildly in the glass from the beginning, to show ourselves to our audience how experienced we are but that there is something like a first, second and third nose, and that everything has time. And that champagne and sparkling wine should not be swirled at all because all that amazing carbon dioxide from the bubbles would escape with the aerosol.

Well, of course, it inspires me a lot when

I order food and I'm lucky to come across a waiter who knows what he's talking about, understands the wines on the menu and does not recommend the most expensive items but the wine that according to his opinion and experience, would go well with my dish. Usually, such a waiter is pleased with the customer's interest in his knowledge and will certainly offer at least two alternatives and let you taste them, so that you can finally choose from his sincere recommendation what your tongue desires. This is what we call „**Wine on the Fork**“ - flawless pairing of a good meal

with well selected wine.

Sometimes I even buy wines without tasting them first, just because I am enchanted by its very tender story, its place of origin, the story of the terroir or just an attractive or crazy vignette.

The recommendation of a person who understands wine will be for me and I believe that also for many others, always one of the most important factors that will make me taste and start to like the wine - both before and after coronavirus.

Enjoy your meal and wine! Cheers! ♣

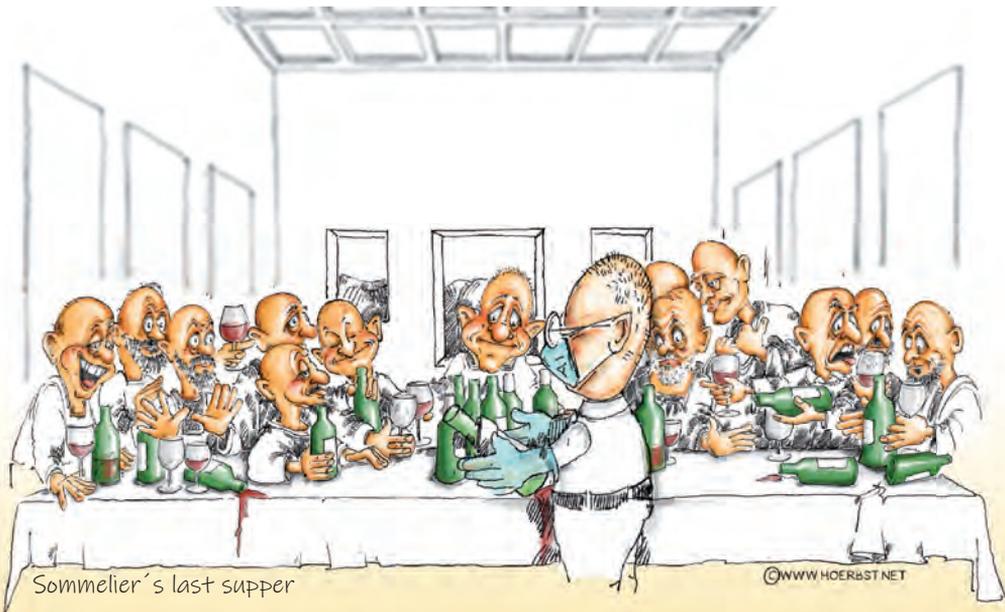


Rupert Hörbst

He is a freelance artist living in Austria.

Illustrations and graphic design is one part of his job. His passion is drawing caricatures. Portraits, live-drawing-acts or pictures of different items – such as wine or a lot of music.

Rupert is a man of many talents - he plays in a band, releases records - and loves and understands wine.





William Wouters

President ASI (Association de la Sommellerie Internationale) since November 2020. Belgian Wine Personality of the Year 2014. Best Sommelier of Belgium 1992, restaurateur and former head chef of the Belgian National Soccer team on the World cup in Brazil and the European cup in France. Partner Vinhos Doidos Pato-Wouters, where the cellar master is his wife Filipa Pato - winegrower in Bairrada, Portugal.

DEFINE SOMMELIER

Defining what is a sommelier is a little more challenging than you would think as the profession is evolving. If we were to look at this from a historical perspective the definition of a sommelier is a wine professional charged with the articulation and service of wine, most commonly in a restaurant environment. However, in the modern context, a sommelier is so much more. A sommelier is not only a wine professional but an expert in all beverages (alcoholic and non-alcoholic), they have deep knowledge of gastronomy and culture, are communicators, and must be empathetic and socially intelligent. The modern sommelier is what I like to call „marchand de bonheur.“ They provide an important service but do it with grace and charm. While sommeliers continue to commonly work in a restaurant environment, they may also be applying their sommelier skills in retail stores, as hosts of private home experiences, on digital platforms, or through any number of ways.



How the coronacrisis and the pandemic changed the consumers' trends in terms of gastronomy and wine.

Of course, our industry has been hit harder than any. With many of our dining rooms closed to guests the entire landscape of gastronomy and wine has changed. While restaurant doors are closed, consumers have not lost their love of food and drink. We will likely see a bounce back in wine consumption in 2021, perhaps not quite to pre-COVID levels just yet. The evolution in some ways is exciting as broadly speaking, consumers reimagine what is a great wine. There's no doubt bag-in-box and canned wines are becoming part of the cultural norm. How they

will be incorporated into the restaurant experience is still to be determined, but I wouldn't be surprised if at some point you go to a good restaurant and the sommelier serves you a can of wine. We as an industry adapt. Remember, we initially were unsure but eventually adapted and embraced screwcaps. The provenance of our wine and food will also likely be more on the mind. Consumers are becoming increasingly interested in how a wine is made, and where a wine is from as they are what grape



variety it is made of. This is exciting for us as sommeliers because it means our knowledge of winemaking and our relationships with the people that made them and the specific places they are from is of increasingly great importance to our guests.

Will the demand of „social distance“ bring new technologies, eliminating contact between guests and waiters/serving people?

The sommelier profession like all professions is adapting to COVID. Certainly, as a profession we, like all our hospitality colleagues, are ensuring how we serve is in keeping with the protocols and laws of the places where we work. There have certainly been new technologies adapted such as digital wine lists and less of the functionary service of wine is done at the table as compared to pre-COVID. That said, the role of the sommelier is more than just a technical role. The personal relationship the sommelier has with a restaurant guest is vital to their experience. This part of our role will never change. The ability of our sommeliers to guide customers on their personal wine journey is timeless.

How do you consider and expect the future of sommeliers in gastronomy worldwide?

The tastings are running online, the people are afraid to meet each other in person. During that time, people noticed that it is possible to buy wine in the store 3 times cheaper and that they would open and enjoy a bottle at home without the risk of having to drive a car. Restaurants are starting to serve hygienic, factory-made one-portion-packed wines.

To be honest, the suggestion of 3 times cheaper is a bit misleading. Perhaps sometimes if comparing a retail price to a wine list price. However, the equation of value is not that simple. Sommeliers put a lot of effort in delivering value on their wine lists, whether that is finding superlative wines that simply aren't available on a grocery store or wine shop or creating experiences that support the value proposition. Don't forget restaurants invest a lot of money in things like stemware, temperature-controlled wine fridges, and other tools that enhance the wine experience. All of these elements plus the intangibles such as the atmosphere of the restaurant, the food of the restaurant and conviviality of the service staff including the sommelier are all part of the value proposition of the experience of going to a restaurant and being served wine by a sommelier. Of course, we recognize a lot of people are eating and drinking more at home. During this time, we as an industry have changed, and we will continue to adapt to the new reality. As our restaurant industry evolves so does the wine purchasing landscape, and so will sommeliers. You will likely see more and more sommeliers working in retail environments providing their knowledge of beverage and food in this space. We will also see, the move of sommeliers to the digital space. We see it already with some our top sommeliers such as Raimonds Tomsons launching Winteach and ASI partners such as Wineally developing apps to bring the sommelier experience to the digital sphere, as a couple examples. I truly believe in Darwinism. The sommeliers of the world will adapt to the new reality and continue to thrive. ♣



Serge Dubs

Since October 1976 until today Maitre Sommelier to Auberge de l'III Restaurant 3 star in the Michelin red guide for almost 50 years. 1983 Meilleur Sommelier de France UDSF, 1988 Best Sommelier of Europe ASI and finally 1989 World Best Sommelier ASI. Président de l'Union de la Sommellerie Française 2004 - 2011 , then lifelong Honorary President. 1989 Chevalier dans l'Ordre du Mérite Agricole 1995 Chevalier dans l'Ordre National du Mérite 2006 Officier dans l'Ordre National du Mérite 2014 Chevalier dans l'Ordre de la Légion d'Honneur

OPINIONS OF A MAN OF WORTH

Restaurants are all closed in France at the moment. For me, the COVID crisis and the pandemic confirm that human beings know how to adapt. Everyone finds solutions that are bearable, innovative, surprising and ingenious. It's a human reflex.

Will the demand of „social distance“ bring new technologies, eliminating contact between guests and waiters or sommeliers?

Distancing is the natural instinct of the human being when there is a danger. You have to trust and believe in the future. As soon as this situation ends, the future will be different, there will be fewer embraces, we will have to be vigilant, but the human base will always be necessary. We need contacts, we need to see each other, too. We will refocus on a more respectful way of life. The key words will be sharing, meeting, spontaneity, and bringing happiness to people. This is where the job of sommelier, which is the only profession in the world of wine to have the responsibility to serve and value wines, takes on all its legitimacy and meaning: people want to be spoiled and pampered. The sommeliers offer them a moment of happiness, thanks to the service and enhancement of wines and spirits, by sharing them, thanks to their precise and fair comments for the food and wine pairings that

will free the genius locked in a bottle, as in the lamp of Aladdin.

How do you consider and expect the future of sommeliers in gastronomy worldwide? The tastings are running online, the people are afraid to meet each other in person.

The future will become beautiful again, the mission of sommeliers is to make people happy. It is a wonderful mission and a beautiful way of life.

Online tastings are interesting. It is simply a new communication technique. But the emotion is not there. Online tastings are not done because people are afraid to meet, but because they want to meet. They want to see each other.

During that time, people noticed that it is possible to buy wine in the store cheaper and that they would open and enjoy a bottle at home without the risk of having to drive a car. Restaurants are starting to serve hygienic, factory-made one-portion-packed wines.

This issue was already topical before COVID, customers know that they will pay more for wine in the restaurant, for various reasons quite justified. The catering professional takes into account the service, the staff, the advice,



and all fixed costs. The seriousness and the objective of offering the best value for money with a fair and honest coefficient is beneficial to a consumption of conviviality. In your question, I assume you are talking about organic, biodynamic, high-value and natural wines. For more than 20 years, winemakers and producers have been working in a much more serious way, with wines that are more soil-friendly, reducing inputs in vineyards and wine as much as possible. Wines by the glass are very trendy today. Optimal conditions are needed to present them to the consumer: these wines must be well protected from oxidation and that there is a turn-over for these wines served under recommended conditions, at the right temperature. One imperative thing is that the customer has seen the wine label that is presented.

Will, the position of the sommelier survive or change in any way? Will sommeliers serve the guests, or sommelier's information will be available on the tablet screen on the table for safety reasons?

The job of sommelier has always evolved, it changes, it adapts. Especially in France, the world of gastronomy is quite an art of living. So as soon as COVID stops, the CHR / HoReCa and the wine industry will get off to a flying start, as consumers will want to meet in restaurants. Sommeliers' associations around the world are already preparing for this exit from the crisis. Of course for trade but also for the training of sommeliers, national and international competitions, under the high patronage of the Association de la Sommellerie Internationale, mobilize so that the events, the tastings can take place with the same efficiency and the same passion. I have complete confidence in the future of the sommelier, and of our sommeliers. **And I have no doubt !!!!** The i-pad type tablettes on the tables in the restaurant, gives a young and dynamic image. It is information. Customers are amused at first, this can be positive in some establishments,



The Association de la Sommellerie Internationale awarded Mr. Serge Dubs as the recipient of the ever first annual ASI Gérard Basset Lifetime Achievement Award. Nina Basset, wife of Gérard Basset, says of Mr. Dubs: *"He is one of the most highly respected sommeliers within the ASI, world-wide community. He was a friend and mentor to Gérard, a fellow competitor and ASI colleague. A man who Gérard admired greatly. He gives guidance and advice freely. He is open, warm and loyal and above all, an all-time great ambassador for sommellerie and exponent of all that great service should offer. He is a champion amongst champions and it is with enormous pleasure and great delight that Serge Dubs be crowned the 2021 ASI Gérard Basset Lifetime Achievement Award winner. Bravo Serge! Gérard would be so proud to know you are this year's most worthy winner."*

Of the final selection ASI Ambassador Michèle Chantôme says: *"ASI found its hero! Serge Dubs was bestowed this very first Lifetime Achievement Award created in Gérard Basset's memory. We are tremendously honored to have such a wonderful and renowned representative of the sommellerie. Beyond his many talents, titles and professional distinctions, including at the regional (Alsace), national (he was president of UDSF for six years) and international levels (he is a permanent member of the ASI Sommeliers Contests Commission), Serge exudes a generosity and dedication that truly embodies the spirit of this award. Each of the finalists showed such a tremendous wealth of merits that the selection was very difficult indeed. We will very likely see their names emerge again for the next annual ASI Gérard Basset Lifetime Achievement Award."*

but remains impersonal and can be frustrating for some guests.

Do you estimate that the old system will ever return in the gastronomy?

The phrase „The old system“ does not suit me. That could mean „outdated.“ I prefer to say „the period before COVID“ because it is part of the foundation on which the future can bounce back by eliminating what is outdated and adding positive developments on the human and economic level, taking into account the demand of the generation after COVID! I compare it to a family tree, there are roots, which give vigor, there is the earth, life. This is fundamental to evolution. Let’s trust the future !!! ♣



THOUGHTS FROM JAPAN



Wataru Iwata



Wataru, born in Nagoya, Japan, moved to New Zealand in 2013 and after spending three years in Auckland and one year in Europe, he went back to Japan, and started to work in a popular wine Bar, Cave de K, in Kyoto.

Iwata was awarded the Best Sommelier of Japan in 2017, and also won Asia-Oceania ASI Best Sommelier Competition in 2018. He achieved 11th place in the ASI World Best Sommelier 2019. Iwata is now sommelier in a hotel “The Thousand Kyoto” since October 2019.

Koshu, a pink-skinned grape originally from the Caucasus, arrived in the Yamana-shi region roughly 1,000 years ago, but it is not the main gastronomy beverage. How is the position of wine in the Japanese gastronomy, what kind of wines are offered in the restaurants?

The position of wine, in general, is not as a daily beverage as in Europe or U.S.A., for example. However, drinking wine is getting common today thanks to the popularity of European cuisines such as French and Italian where wine is consumed a lot.

There are still few people drinking wine dai-

ly, yet consumption has been increasing little by little.



The majority of wine offered in restaurants are still mainly French wines as the Japanese wine market has been developing by famous French wine like Burgundy, Bordeaux, and Champagne.

But I suppose that the younger generation is paying attention to the diversity of wines from the New World today, so we have seen more opportunity for sommeliers serving different types of wine from orange wine through to sweet ones.



The Thousand Hotel Kyoto

shows a much purer flavour of each ingredient, so wines that also have pure terroir expression go better with our cuisines.

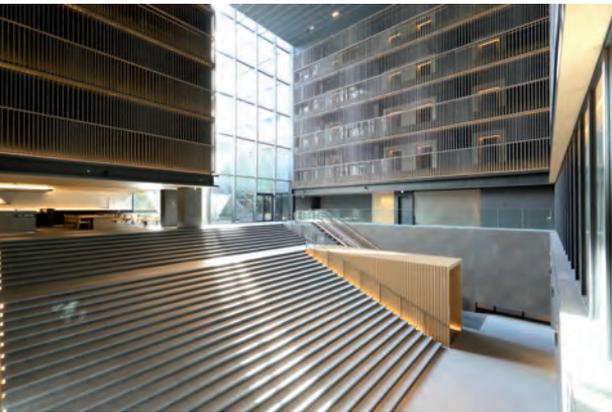
How do you see the future of sommelier profession? In Europe are the people prefer “social distance”. The one-portion ready-made servings are demanded. The restaurants and wineries are offering complete on-line description of any produced wine, some of them with “live” videos. Do you expect the old order to come back and the sommelier will serve the guests in Japanese restaurants again?

Well, this is very controversial issue among not only sommeliers, but also in the wine industry as a whole.

I think that sommeliers need to be flexible. If the situation is changed, we also need to change how we serve and perform.

RTD (ready to drink) is now common in the Japanese market as well, and this is actually a nice opportunity to let consumers know how nice, canned wines are. They are genuinely nice and fresh, and casual which attracts Millennials, for example.

But “there is no unstoppable rain”. Someday in the future, the situation will be coming back to normal, and we will serve and comfort the guests in the restaurants by serving nice food and wine as usual, which I really like while working as a sommelier. ♣



What is the typical pairing of wines and food? Japanese cuisine is far different compared to French or Italian ones, where wine is served daily on the table. Do you offer wine with sushi, seafood, fish, or grilled meat (as the famous wagyu/Kobe beef)? How is the food prepared?

We often pair wine with authentic Japanese food. Of course, Sushi, Tempura, and other popular Japanese cuisines can be served with a diverse range of wines.

Some people may say that Japanese food is more delicate and subtle compared to European style, yet our cuisine has deep UMAMI (pleasant savoury taste) flavour, which can contribute to make pairing more versatile. The other day, we paired Traditional Californian Cabernet Sauvignon with Wagyu Tempura served with dashi dipping sauce, which created lovely harmony together.

I personally believe that Japanese food

MESSAGE FROM CANADA



Jacques Orhon 🇨🇦

*A man whose passion for wine has led him to become a renowned expert in Québec, where he's based since 1976, but also in many countries around the world. Master sommelier and professor of sommellerie for 30 years, co-founder and past président of the Canadian Association of Professional Sommeliers. He is a graduate from The Suze La Rousse University (in France), and from the Université du Québec à Montréal. Chevalier of the Order of Agricultural Merit, member of many wine brotherhoods and globe-trotter, author of many books. His book *Le Vin Snob* won the 2016 OIV Prize in Literature. In October 2020, Jacques ORHON launched *Les Fruits de l'Exil*, his first novel.*

It is undeniable that the economic crisis resulting from the Covid-19 pandemic will have claimed many victims in the hotel and restaurant industry. And we have to do everything we can, as professionals, to try to help those who are in difficulty, and to see solutions for the future. But we should perhaps take this opportunity to engage in some introspection, and reflect on the true place of the sommelier in the 21st century.

SHORT FLASHBACK

By setting up training plans in the early 1980s, by creating professional associations which have been involved at regional, national and international levels, including the organization of competitions, we raised awareness of the sommelier's job, while giving men and women the desire and opportunity to embark on this exciting profession.

It must be recognized, however, that the word sommelier has become so fashionable, that it has been overused, recuperated here and there, used in all kinds of sauces, and that the gap has widened between the meaning it has today and the one to which it is entitled.

Even worse, while many professionals do their work brilliantly, there are some who give themselves the title, even if they have never served a glass of wine, in a restaurant or at any event. One can smell a form of opportunism there.

ACCEPT THE EVOLUTION OF A PROFESSION, YES, BUT...

However, we must accept the fact that the profession is evolving, which is normal and very healthy. There has been an increase in the number of field trips for study and development, and that is good. Relationships between sommeliers, estate owners, oenologists and other wine and vine specialists have never been so prolific, and we must rejoice.

But this is no reason to move away from the essence of the profession: advising and serving clients, whoever they may be, with the help of one's knowledge. To allow the sommelier to intervene in a field of expertise that does not belong to him, such as, for example, viticultural geology, ampelography or biology, and of which he does not have the scientific expertise, seems to me to be an illusion. It is true that we live in a time when everyone wants to give their opinion and make everyone believe that they hold a certain truth. The

reality is much more complex. In other words, to each his own!

TEACHING

The problem is also on the side of training where we tend to confuse sommellerie and knowledge of wines, and the amalgam has insidiously set in over the years. In addition to the knowledge that must continue to be appropriated and perfected in sommellerie, this is also a profession of know-how and savoir-être (behaviour), which is not necessarily taught in a curriculum devoted only to knowledge and tasting.

However, we have gone, true to our bad habits, from one extreme to the other. The aspiring student begins to dream of becoming in the short term the super ambassador of a world-famous brand, and we dangle, in exchange for a fee, paying jobs that will not always be there. And this is not sommellerie!

At the international level, recognition of the profession could very well go through the diploma issued by the ASI (Association of International Sommellerie).

WINE IN RESTAURANTS

The current crisis is forcing many restaurants to close their doors, and that is very unfortunate. Yet economists, accustomed to ignoring sentiment, say that some medium and large-sized cities have far too high a percentage of establishments in proportion to the population, and, coldly insinuating that the crisis will clean up this sector of activity, both in practice and at the level of competence required in the future. Are they wrong to say so?

As for the prices of wines practiced in our beautiful profession, it is not from yesterday I think that these, wherever we are, are calculated in a way that is not always suitable or appropriate. There are, it is true, wine lists that still offer attractive prices, but for others, I have the clear impression that sometimes we are on the wrong track, when we are not, alas, losing our minds. It is not honest to sell a wine that

” Let’s take advantage of the post-pandemic period to restore the sommelier’s profession to its true meaning!

Jacques Orhon



is not very good under the false pretext of so-called notoriety.

If home catering services for amateurs who own a good cellar, and who are tired of paying excessive prices, are always more popular, it is because some restaurants owners, obsessed by their turnover, which can be understood, still exaggerate with impunity with much too high coefficients. As a professional, this is a moral and ethical point of view.



There is no doubt that, after the shock of the pandemic, customers will be even less inclined to pay for a lecture or a dubious choice of wine. But they will return with even greater pleasure in restaurants where the staff, as many already do very well, will welcome them with deference, tact and humility, the qualities expected of a true professional. For all these reasons, we can only hope that after this terrible pandemic, we will return to the basics and fundamentals to give back to the sommelier profession all the tools it deserves, and thus allow it to regain its letters of nobility. ♣

THREE CZECH VOICES



Jakub Přibyl

A co-owner of the Wine & Degu wine bar. Semifinalist of the European Championship of Sommeliers 2017, holder of the prestigious title Court of Masters Sommelier: Advanced Sommelier, 4x best sommelier in the Czech Republic (2011-2014), contributor to professional wine magazines, international wine judge.

WINE & DEGU

I think a lot of people are turning to predictions right now as something to show them the way.

I am not a big supporter of this thinking but I understand that constant uncertainty also does not do any good. I would like to say that I think it would be difficult to find a parallel to the wine trade in any other, albeit related, business. Wine combines a long history, social life, art, investment trade and gastronomy much more than any other drink and this complexity will definitely remain in wine in the future. Therefore, in my opinion, the development of the wine trade will go its own way.

I see the way for any winemaker in the way of quality, much more than ever. I don't mean high prices; I mean really focusing on the top product.

There may not be that much money in circulation for some time and the purchasing power will decrease but all the more people will be looking for the perfect experience that only top-quality wine can convey. Maybe it will be only once a week, maybe once a month but clients will now even more strictly refuse a second meeting with wine, which disappointed them.

Objectively the high quality of wine is also important because the world of wine has moved to the digital environment and there is no

possibility to personally „explain“ to clients that the product is really a top product, even if they do not immediately perceive it.

It is true that the best deal is done by the person themselves but sales cooperation could be the key here. Many small winemakers do not have e-shops and the price of transport almost reaches the price of the wine. Once every two weeks, the winemaker goes to the capital in his van and that is not enough. The client must have easy access to the order. Creating a broader platform for winegrowers to work together, whether on the basis of geographical origin, a wine association or a business trust with a strong distributor, even from among importers, will be a great advantage. I see the strengthening of logistics and the reduction of waiting times as being of key importance. These are weapons that wine importers have long had.

I think that almost everything we are experiencing now is only temporary. Viral pandemics have appeared and disappeared several times in history and I expect it to be the same case now. People will then gradually return to „standard“ social life. Only things that proved to be working well will remain. Simplified orders, a wide selection, the comfort of home. It will not be a complete return to what we were used to but the NEW NORMAL will be very close to it. ♣



Roman Novotný

The head sommelier of the Bokovka (Sideways) wine bar, a former sommelier at the Michelin starred La Degustation Bohême Bourgeoise, where he had worked since its opening in 2006. He holds the internationally recognized Advanced Course certificate - Wines and Spirits International Weinakademie Austria. He is a certified sommelier of the ASCR and he regularly participates in juries during wine evaluations.

BOKOVKA

We are all in a whole new age now and no one has prepared us for it. Everyone is trying to survive. It is clear that when this martyrdom is over, everyone will be looking for a new way to succeed. It will be called the Pre-Covid and Covid period. The question I would like to know the answer to is when the Post-Covid period comes.

Gastronomy, tourism, winemaking and certainly many other fields have already undergone many crises, prohibitions and restrictions in the past and they have always managed to somehow overcome them and continued on, of course in an altered form.

I think it's important not to sit, not wait to see how it turns out but actually start doing something, change and think from a long-term perspective. It is understandable that everything has been moving to online sales in

the last few years; it is a long-term trend and those who do not accept this will face great problems. The more sales channels, the better.

A completely new discipline is online distance tasting. Personally, I am not one of the promoters of this direction but it is definitely one of easy ways to keep an existing customer and reach a new one.

And here comes perhaps my only specific piece of advice: Don't do anything you haven't tried several times in advance! Prepare the script, perform tests of both yourself and the technical equipment before starting the live broadcast. Consider whether live broadcasting is really the best way or whether it wouldn't be better to record your wine-show and offer your guests to play it when they have time and desire for wine. Otherwise, the result may be counterproductive or even shameful. Such cases have already happened and some of them are still being talked about today.

Recently, we are also encountering a huge number of discounts, clearance sales, advantageous packages, etc. This is, I think, a vicious circle. Unless these are actual clearance sales, i.e. sales of the last pieces in stock, then something is wrong. Each product has its value and if it is not sold at least for its production price, it is unsustainable. We all understand the demand for cheaper products but a quality product has its price and should not decrease too much. Otherwise, it degrades the long-established brand.

If we have to get used to food to go, sold



from the window for a long time in the future, we will also need to think about the volume of the wine bottle. I see great potential for smaller formats (0.5l, 0.375l, 0.2 l). It does not necessarily mean worse and cheaper wine, just a smaller volume. It is up to the winemakers to think about this alternative. As a sommelier, I am convinced that wine belongs in a glass. However, I can't avoid seeing the boom experienced by light sparkling wines of the Prosecco type in beverage cans abroad. ♣

Winemakers should not neglect communication with gastronomy, which has a prescribed hibernation under the lockdown right now but it will definitely get back on the saddle....

Janek Pribyl



Jan Horešovský



A co-owner of VinoGraf - a wine bar, wine shop and restaurant, which is one of the best addresses for wine in Prague, an organizer of the Riesling Rocks wine and music festival, the inventor of the „Sung Tasting“ event, A rioter fighting for justice (not only) in the wine world.

ON-DEMAND TASTING

The business situation started by coronavirus and the state-imposed administrative measures brought to tragic reality has had a severe impact on the entire gastronomic segment. In the spring of 2020, restaurants, bars, bistros and cafes of all concepts suddenly found themselves in paralysis after the government measures. Past experience and practices have ceased to be valid and restaurants had to deal with existential issues.

On the one hand, it was a real shock; on the other hand, there was an expectation that the situation was temporary and more or less survivable. Only the second wave of lockdowns, series of restrictions and shutdowns of services have brought entrepreneurs in gastronomy to the serious threat of having a fatal end, which restaurants now really have to face. Many of them have already given up.

Only those who can adapt, are creative and are willing to try new things and who can prepare for partial failure and further loss can

handle the situation.

In addition to standard solutions, Vinograf tries to offer its own and new solutions, so that it does not lose personal contact with clients even from a distance.

The diamond in the offer is the experience that you can order for yourself, your family, friends or clients: On-demand, tailored live tasting. Keeping in mind the government-permitted gathering limits, gather around the screen. At the chosen time, Vinograf will deliver tasting sets and for example, some tasting bites and the Chief Sommelier Klára Kollárová will guide everyone through the world of wine on the chosen Internet platform. You can talk to her and she will be with you, although just behind the monitor screen. One of the best professional sommeliers in the country in your own home!

Another contact tool is the Wine Assistant. Consult anything related to wine with us. Call and write to us! Use a phone, video call,



WhatsApp or chat on the web - as you like. We are available every working day between 9 am and 5 pm.

We will advise you on the choice as if you were in a restaurant. We will offer you wines from CZK 200 per bottle, domestic and foreign, the entire extensive selection of Vinograf.

Wine for the evening?

Our wine assistants will advise you and offer wine and suitable delicacies from our menu, which go well with the wines selected. We will deliver selected wine and possibly food to you

in Prague still that very evening. We all speak English but we can also help you in French, Italian and German languages as well.

The last sentence is crucial. The expat community numbers tens of thousands in Prague alone and hundreds of thousands in the country. Not everyone has mastered the Czech language. We are also happy to represent small family wineries that cannot answer them.

It is better to entrust it to those who know how to speak eruditely about wine in several languages! ♣

MOLDOVAN HOPE



Mihail Druță 

President of the Association of Sommeliers of the Republic of Moldova. Studied Technical University of Moldova, Technology of wine production.

„I think the choice of my profession has been guided by the occupation of my parents, who are also in the wine industry. My father is a winemaker, and he received his knowledge from his father. The culture of wine is in our blood“.

The future of sommeliers is not as bright as in previous years; there is a decline in this direction, a sommelier is a person who works in restaurants and is close to the customers. In this period when everything is closed, and locked down, a lot of people remain without any work, and many are leaving to look for another profession to earn money. Professional development of the sommelier is also a quite complicated question. The Association of Sommeliers of the Republic of Moldova was established in 2011 and includes about 40 professional sommeliers at this point. We are a non-profit organization and we do not have many options to help support our members. We do not run our own restaurant, and even if it did, it would be closed.

Gastronomy is also heavily influenced by the global Covid-19 situation, a lot of restaurants are empty, and people have other priorities in their life, there are a lot less tourists which is creating a negative cash flow in restaurants. This leaves no need for a sommelier.

Many people are afraid to be infected, that's why social life, public events and big social events are limited, including wine tastings which is also a form of socializing.

We tried to see if a virtual online tasting would be the solution. Maybe it works well in some areas, but for me wine tasting is the way to meet interesting people with the same interests, you can feel and see instant live emotions. Unfortunately online tastings could not provide the same thing. I was disappointed

about the result and the lack of intimacy.

Anyway – for the “Digital Generation”, like now, students are learning online, young people meet each other online, the new generation feels different, and they feel relaxed with the platform. It’s a NEW NORMAL to participate at online tastings. Even in the “live shows” they use the IT terms of Like, Dislike, Followers, and Influencers, all these words are from the Digital Generation and can be foreign to older people.

I can also confirm that during this pandemic period, cheap wine sales have increased by 3 times in Moldova, and wine producers are orientating themselves to this wine shelf in order to promote accessibly priced wines.

As for me, the profession of sommelier is an art. The bottle opening is the whole ceremony accompanied by the sommelier’s story. The position of sommelier will definitely change. Nowadays a good sommelier is not just a professional with a huge information ca-

capacity and perfect service, but is also a person, who can take nice pictures and promote wine vibes on Instagram and is highly active online.

On the Moldovan local market, we have a few sommeliers who work in the best restaurants in Chisinau, but the best ones are working abroad on the international market and I can tell, we are a good team. We organise ZOOM conferences, we speak about the situation in the wine world, wines, wine regions, and trends. Nowadays the tendency is for speed, our guests use different apps to see wine ratings immediately for example, seeing price, comments and details about any wine they are curious about. Sometimes it happens that a sommelier’s information is only one click away. Why does the client need to be in contact with a possible Covid-19 carrier to serve him? A question could be: The past should never happen again.... But who knows! Are we losing something of value without the art of the in-person sommelier? ♣

Moldova is famous for the world’s largest cellars, fresh and juicy wines and excellent vegetable dishes.



SOUTH AFRICA



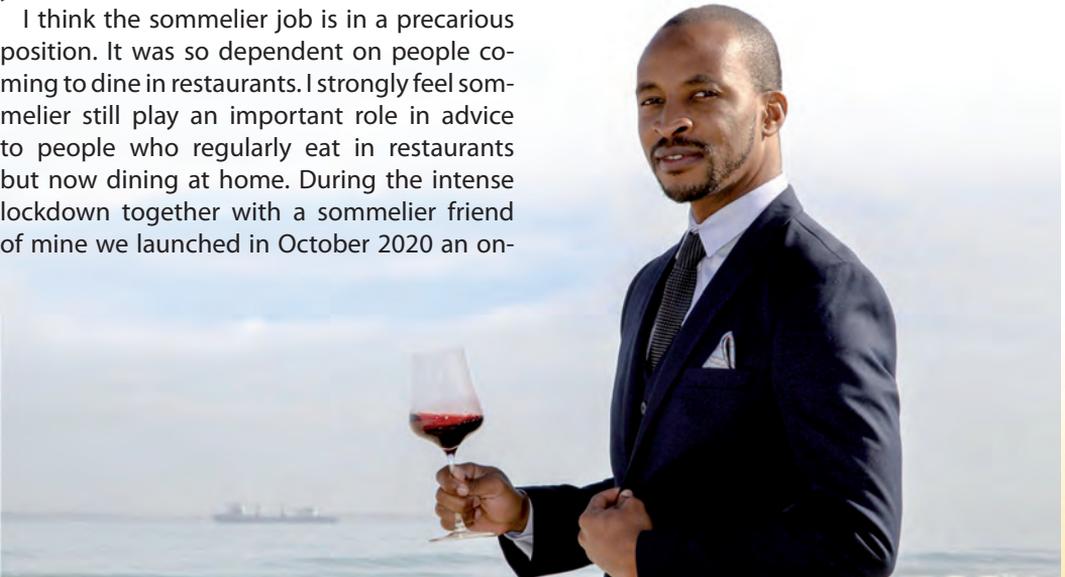
Tinashe Nyamudoka

Zimbabwean sommelier reimagining South Africa's Wine Industry. Founder and director at Kumusha wines. Wine personality of the year. Co-founder and director at Somm On Call. Prior to this he worked as sommelier at The Test Kitchen restaurant Cape Town, The Oyster Box Hotel and One and Only Hotel Cape Town. He's an independent international wine judge. Wine Specialist/Sommelier CWA, WSET, UCT GSB, CMS.

The alcohol bans have had a devastating effect on the wine industry and the knock-on effect felt in the restaurant industry. A lot of restaurants have closed down and the ones remaining are not operating at full capacity due to restriction of people and the curfew. Average spending has also decreased and there's no influx of tourists. The South African wine industry must explore other outlets of selling their wine such as direct to consumers via online. They could also take advantage of a lot of existing wine clubs in the country to partner and move the wines. As it stands, industry insiders predict that it will take 3-4 years for the situation to normalize.

I think the sommelier job is in a precarious position. It was so dependent on people coming to dine in restaurants. I strongly feel sommelier still play an important role in advice to people who regularly eat in restaurants but now dining at home. During the intense lockdown together with a sommelier friend of mine we launched in October 2020 an on-

line platform called "Somm On Call". Our aim is to bring the restaurant experience we offered in the restaurant straight to your phone and home. So far, it's proving successful. Sommeliers can offer online tastings with small sample bottles. Some restaurants are offering curated meals at home and sommeliers sending through the suggested wines. As long as restaurants remain closed, I don't think the profession will survive in its old format. I have since left the restaurant to focus on my growing wine brand "Kumusha Wines". I see this as another avenue for sommelier to put their skills and knowledge to recommend and sell wines. ♣



WHAT FUTURE DO WORLD PERSONALITIES EXPECT?

ALL OF THESE FAMOUS NAMES ARE ANSWERING ONE QUESTION ONLY: „WHAT IS THE FUTURE OF WINE IN GASTRONOMY?“

Offer suggested wines for each food entree, partner with restaurants to offer a similar pricing structure to what the wines can be purchased for at the wineries by club members, still allowing the on premise establishments, to make a profit on wine sales delivered with their meals. The pairing will make both the food and wines awesome together. Smaller packaging will help to offer the consumers the option of pairing the perfect wine with each course all in the comfort of their own homes.

Bonnie Villacampa, founder of the Texas International Wine Competition

Individual portions were a problem in wine packaging, for a long-time customers in restaurants, consumers had to share the same wine on the table or have some wines served „by the glass“. In Argentina, several wineries are showing up with wine in cans, there are more than 20 different brands today in the market with styles that cover from sweet sparkling white wines to traditional still reds. This helps gastronomy “to offer” wine on different occasions such as picnics, after hours or “aperitifs”.

There is a huge organic wine move in Argentina, mostly led by millennial producers and consumers. Also, bio wines are very trendy today. As in other regions, big city wine bars and the Argentinian sommeliers are filling





will remember it for a lifetime and come back for more. I am less interested in packaging, myself. But, there is no question that in this time of change and evolution packaging can evolve away from traditional bottles and presentations to something that reflects more modern directions and styles. Factory packed one or two portions... do not resonate with me in providing authentic products to be shared. I think that's why the aluminum single-serving package of wine has not succeeded broadly.

Dave Pearson, for long years Opus One CEO

For almost a year, pubs, bars, and restaurants have either been closed or can provide limited services only. During that time, people noticed that it is possible to buy wine in the store 3 times cheaper and that they would open and enjoy a bottle at home without the risk of having to drive a car. And the sommelier will speak from youtube... Do you estimate

their glasses with orange and pet-nat (petillant naturel or naturally sparkling) wines. The trend is growing and today every consumer knows what these styles mean. Logically Malbec is still the most consumed varietal but lots of different grapes are looking for a part of the business. Especially the Criollas grapes, descending from those grapes who arrived in America in the hands of colonizers and the Jesuit priests.

Daniel Lopez Roca, Argentinan wine writer

Wine and gastronomy will always go hand in hand together. The customer is becoming more interested in authenticity, purity, and honesty. They are focused on wellbeing and health. They want to know where their food and wine come from, who produced it, and why it is special. They want to have an experience that has value and meaning. And, when they do have that experience... they





that the old order will ever return in the gastronomy?

This is something I am worried about.

So many restaurants are going bankrupt around the world – so I think it will take time before the restaurant trade will resume its former role. For rosé I was very aware that pre Covid restaurants and sommeliers were a great way to introduce more individual wines to the consumer.

Instead – easy cheaper wines for drinking at home have been very popular. But not everywhere. In Italy sales are down – Italians apparently do not drink alone at home. In the UK there has also been an increase in drinking Port.

On line tastings have been very popular and a means to introduce consumers to new rooms – but I think much of this will reduce after covid.

If I could think of what will happen I could become a millionaire!!!

Restaurants and fine wine – but we may be in a recession and there will be less income.

I miss travelling – but I am enjoying the flexibility of working on line. This week I am giving three webinars in London, France and Hungary. Impossible before when travelling everywhere.

Maybe we need to find a new energy and a new flexibility. Take away food and eating in restaurants. Good innovative advice from sommeliers, travel and on-line – and maybe another year before there is much travel.

Elizabeth Gabay MW

I believe that the future of wine in gastronomy will continue to grow and become even more important than it currently is. I think the consumers are smart and their interest and knowledge in wine will only continue to grow. People more and more want to know where their food came from and how it came to be much like we already do with our grapes and vineyards. I think small producers that can combine those two and offer both local wines with locally sourced food will be better esta-

blished to grow and succeed as this becomes a more normal part of the small winery experience.

Ron Yates, winemaker on Road 290, Texas I assume that there will be a time when customers enjoy going back to restaurants, bars etc. Online wine tastings are very trendy currently but I am not sure that this will remain. The social get together is definitely missing!

Prof. Monika Christmann, Geisenheim Uni

Food and wine pairings allow chefs and sommeliers to pair individual dishes with different wines in hopes of enhancing the flavor of both the food and the beverage. It is more of a subjective process than an exact science, leaving plenty of creative space to use to impress customers.

What are the benefits of food and wine pairings? For Proprietors - It just makes good business sense to include food and wine pairings. According to Nightclub Bar, pairing alcoholic beverages with food menu items makes your restaurant not only seem more cosmopolitan and interesting, but it also will help drive up

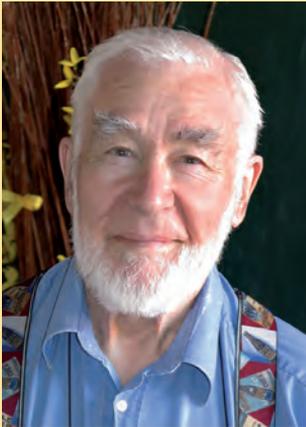
profits and increase sales.

For Patrons - Generally, food and wine pairings will improve the experience of the restaurant customer. They will feel more connected to the restaurant, and ultimately feel as if the atmosphere is enhanced because they can trust the selection they have made. It gives them an opportunity to be adventurous, without being worried that they have made the wrong choices.

Food and wine pairings can be incorporated into a menu in a variety of ways. Restaurant owners may consider creating a food and wine pairing event, in which patrons sit down for a several-course meal. Each course would include an expertly crafted food and wine pairing aimed at improving atmosphere and pleasing the palate. Another option would be to list each appetizer, entree and dessert on the menu with one or two selections for a delicious wine that pairs well with it. This allows customers to make a choice that fits their own unique tastes and desires.

Gildas L'Hostis, EHL's Senior Lecturer - Oenology ♣





Count John Umberto Salvi MW

*John followed his father into the trade; he started as a trainee with Maison Sichel in Bordeaux, and his first duty was to help with the 1957 vintage at Château Palmer in Margaux, close to where he lives now with his wife Countess Petronella. After some years he became Sales Director for Maison Sichel, living in, and working from, Château Palmer itself. Retired in 1997 „after 40 years in the wine trade drinking every great bottle from every great vintage and eating my way round the world many times.“ He also wrote a serious treatise of the development of the palate related to age and experience. He`s beloved wine judge everywhere. You must read for yourselves his new book *Count of Wine full of stories and anecdotes.**

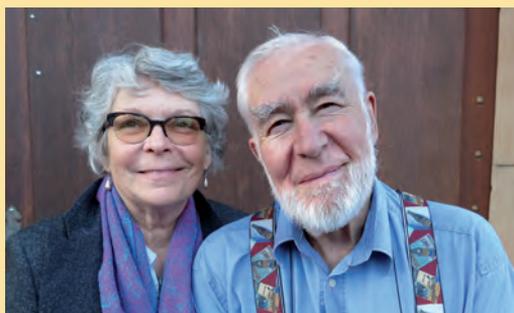
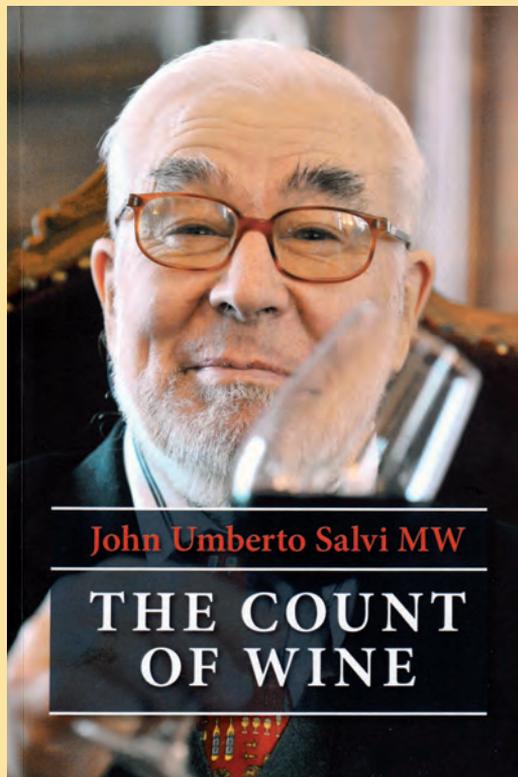
I have now lived in Bordeaux, in the Medoc, for 52 years, but for the French I shall always be the “perfidie albion”. To show how perfide I am I will state that I have finally understood French philosophy. It is very simple and has 3 facets. 1. Laws are made to be broken. 2. Why keep things simple if you can make them complicated. 3. If you do not like my wine you are either stupid or perverse.

To be serious. There is one thing that we must keep in mind all the time when we talk about Bordeaux. Bordeaux falls into two camps. Those that sell their wines for a great deal of money and those that do not, or cannot. All classified growths account for some 5% of total production and the Grands Crus Classés around 1%. It is this 1% that many people think about when they talk about Bordeaux. To them the pandemic is a nuisance. It is a temporary loss of income, aided and abetted by the increase of USA taxes and the fall-off of the fine wine imports by China due to their crack-down on corruption. There is a certain amount of anger by the small growers at the huge, and ever increasing, prices at the top. The late André Lurton was very vociferous about it. They can weather the storm, however long it lasts. As for the majority of Bordeaux, particularly the lesser appellations such as Bordeaux and Bordeaux Supérieur, the pandemic is a catastrophic, appalling and devastating crisis. In 2020, many vineyards went

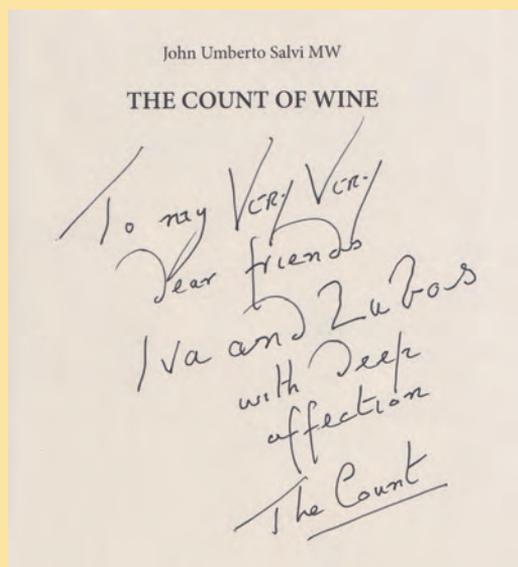
bankrupt, hundreds are for sale and finding no market, and hundreds more are hanging on by the skin of their teeth. Worldwide competition is devastating, because French rules and regulations make it difficult to be competitive, prices from Latin-America are so low that Bordeaux cannot compete, and now the pandemic has brought sales almost to a standstill. Even if they have the money, they are now confronted with storage problems, which will become more than acute when the next vintage must be stored. Life is one long misery, and although the Government has allocated very considerable funds, of course it is not enough, and there is anger and jealousy between those who have received it and those who have not. Make no mistake about it, Bordeaux is devastated by the pandemic.

The recent approval by the INAO of 6 new grape varieties is, in the minds of many producers, still something of a joke. The INAO took a very long time to approve and officialise these varieties and in the end they approved 6 out of the 7 proposed and did not approve Petit Manseng. Note very carefully that it is only Bordeaux and Bordeaux Supérieur that have requested these varieties, as they represent over 50% of the total Bordeaux production. Even then only up to 5% of the total vineyard surface area may be planted with them and the wine must contain no more than 10%. The reason for them is officially to have varieties that

better resist frost, that ripen earlier and that also resist disease, particularly fungus diseases such as botrytis. The world seems to be fixated



on the possible change of style rather than the above very sensible reasons. I am a very good personal friend of Pierre Lurton who runs both Château Cheval Blanc and Château d'Yquem, but I think I would need a suit of armour and a very thick skull before I would dare ask him if Château d'Yquem will soon contain Lillorila (obtained by INRA in 1956. A crossbreeding of Baroque and Chardonnay) or Château Cheval Blanc Arinarnoa (also obtained by INRA in 1956. A crossbreeding of Tannat and Cabernet-Sauvignon). No, not in 50 years, so please let us stop dramatics and scaremongering. Château Palmer added a little Syrah to a small quantity of wine to simulate what used to be done in 1855. At tastings at the Château, almost nobody actually remarked the difference without being told, so will the 10% maximum of new varieties really change the wine so very



In his easy-to-read book John traces his life history, linked to the profound changes that have taken place over 60 years in the world of wine. Many of these years have been spent in Bordeaux, where he was closely linked to Chateau Palmer and the companies that own it. This is followed by humorous anecdotes and stories about wine, food and personalities that weave the rich tapestry of wine. A lively irreverent, amusing and highly readable tale by a gourmand and gourmet imbued with a lifetime passion for wine and food.



Available on Amazon, Hardcover \$27.20, Paperback \$6.02, 230 pages, ISBN-10: 0359045154. Unfortunately without the nice dedication...



much?? Personally, I doubt it. To balance out what I have said above, and to acknowledge the arguments on the other side, I was deeply astonished when I saw that the famous Cornelis (Kees) van Leeuwen, famous Professor of Viticulture and technical advisor to Château

Me and my mentor John as brothers of Confrérie des Vins de Cleebourg



Owner of Château Margaux Corinne Mentzelopoulos-Petit with head winemaker Paul Pontallier



Cheval Blanc for 25 years, was strongly in favour of these new varieties. BUT, he does say, "if and when used with caution and after careful experimentation".

It is VERY important for Bordeaux not so much to stick to tradition as to stick to typicity, so that their wines can be recognised as being absolutely and totally where they come from. As I have said above, I do not think these small doses of new varieties will render the wines so very different. No, my dear Bordeaux lovers, as the French say, "vous pouvez dormir sur vos deux oreilles". The wines with added new varieties will not taste as though they come from Siberia or from the Amazon. Also, why the devil should the first quarter of the 21st century be

any better a time for change than any other?? Rubbish!

Finally, what is most valuable in the wine making craft (art). Wine making is farming. Good wine making is good farming, but great wine making is ART. There are very few great musicians, sculptors, or painters and correspondingly few great winemakers. They are the ones that have brought art to wine and enriched its culture. With better education, there are more and more people in the world who have culture and thus more and more people who appreciate the finer things of life, which include wine and food. The late Paul Pontallier said to me, *"the greatest advances in the last 20 years have been preciseness, suppleness and purity"*. Another radical change for the better is the abandonment of dogma. Fewer and fewer winemakers make their wine by the rulebook

any longer. They decide for themselves what to do and when. This greater freedom results in greater diversity in bouquet and flavour. As to what we must NOT change, and which must persist, Philippe Dhalluin of Château Mouton Rothschild said to me, *"we must be careful not to overdo it. If every berry that goes into the fermenting vat is totally identical, we risk losing complexity and finesse. Bordeaux is famous for finesse, elegance, delicacy and purity. It can never win the battle for power and strength, so do not try. These attributes must persist and never change."*

When I am 84, on 6th April 2021, I will open my last bottle of Château Palmer 1961. I do not think that Château Palmer has made a better wine since. It will be 60 years old this year. Would it have been any better for a touch of Arinarnoa? Somehow, I doubt it! ♣

Most members of the work team of this book at our wedding and John as the best man.





LAST WORDS

If you have read this far and survived our graphomaniac deviation, we would like to thank you. After you, I would like to thank once again the co-workers, especially those who lasted until the finish line and also to sponsors and advertisers, without whom we would be deep in the red and thanks to whom we will break even. And also thank God for giving us health until the finals.

We believe that our work, together with the opinions, experience, advice and visions of 107 (!) personalities who contributed to the book with their “lyrics”, not only gave you energy but also showed you the ways of these times and what is good to know in wine production and trade. A lot has changed since we left the school gates and went out into the world of wine. And I think to myself - what a wonderful world!



Instead of a talkative conclusion, let me summarize what we wanted to say with the book:

- Don't lie back waiting. Be active. Think about where to move next. History is written by the winners - and only the one who fights wins.
- Don't be afraid to do new things. Some may think you're crazy but that's not a bad rating. It's just a description of a person who isn't afraid to do things differently. I know it. It is not someone in his thirties or forties talking to you here. I will be 64 and I am happy to still be able to see the world with young eyes. Everyone around knows I'm crazy...
- What seems crazy today may be a gold mine tomorrow. Don't be afraid of ideas! Nothing worse can happen than they won't work out. Create a dating site for wine-lovers on

the internet, where people will meet wines and also other people - a blonde lover of cabernets is looking for a handsome connoisseur of sparkling wines who will show mew the beauty of Champagne...

- For example, invent an auction hall for medal-winning wines. Create a market where those who have extra stocks of bulk wine in cellars will offer it to those who need to increase production.

- Be interesting by what and how you do. Get inspired but don't copy. Be the ones who carry the light.

- Keep in mind that advertising may sell even bad wine but the best marketing will not give you a respectable reputation. Only what you do - the best wine you can make can do this for you.

- Take an interest in how to be better. Be conspicuous and imaginative, do everything to make your wines attractive from the first glance.... making sure that the content corresponds to what the bottle promises.

- Respect your customers and clients. Pamper them and even spoil them if necessary. Even your cat will never get tired of being scratched and caressed.

- Don't be afraid of the Internet. You have controlled fermentation, you monitor the temperatures in the vats on your smartphone and you drive a car with an automatic transmission, which unlocks itself when you approach it. Such is the time when all is digital nowadays. Say what you want - Tom T. Hall said for all of us: *„It's faster horses, younger women, older whiskey and more money...!"*

- Stick together. Your neighbor is not a competitor. When you work shoulder to shoulder with your neighbor and then the whole valley does that, it will be easier on all of you. Talk to each other, associate to reach positive goals, help one another. Today, more than ever, wine needs unity and understanding. Your wines can compete on the department store shelf but you stay friends.

This book was created entirely voluntarily over a quarter of a year on five continents, without any of the team members having never met each other or shaking hands with any of the contributors. This time has separated us with lockdown and quarantine but it connects us over the Internet. It was a new experience for us too.

From the very beginning, we have decided to give the book to everyone for free, so that everyone can learn without restriction from those who went higher and see farther. Feel free and calm... Distribute this publication for free without any restrictions - all you have to do is respect copyrights and not publish the texts as your own. We have worked with hundreds and thousands of sources. If we have quoted insufficiently in some articles, I apologize for every author. We didn't want to infringe nobody's copyrights. It didn't make us rich but we wanted to help the wine nation.

On behalf of the entire work team and all authors, I wish you good luck, good health, faster horses... ♣ ♣ ♣

**Like you the book so far? It is the end!
You can say thank you so we know you like it.**



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Final Publisher's Thoughts, Figures and Statistics

We don't know exactly how much coffee the working team members have drunk in the last two months, but it was definitely a lot. We started work on the Czech edition of this project on October 22, 2020. The special issue of the Czech SOMMELIER Magazine, „Nový Normál,“ was published on January 21, 2021 without a single day of rest. Due to the success of the Czech edition, we jumped immediately into working on this global NEW NORMAL edition; we started on January 24th. **We managed to create, finish and share this international e-book with you in only two months!**

For the rest of my life, we will remain grateful to a small group of friends - our working team, who helped make this project happen. **Please, give them a moment of attention; their introductions are on pages 12 - 13. They deserve it.**

There are 107 co-authors from 28 countries in this book! We are grateful that 30 experts from the Czech Republic shared their knowledge and experience with us, 23 from the USA, 10 from France, 6 from Great Britain, 4 Germans, 3 Belgians and 3 Canadians. We then have two contributors who added insight for Argentina, Spain, Ireland, Israel, Moldova, The Netherlands, Portugal, and South Africa, and by one Austria, Georgia, Greece, Hungary, Italy, India, Japan, Chile, Romania, South Korea, Slovakia, Slovenia, and Zimbabwe. This is an impressive list for any publication!

We sent 2874 e-mails from our main office in the Czech Republic alone. Hundreds more have been sent and countless phone calls from offices in Strasbourg, New Mexico, Rochester, and Montréal.

We've been successful in 56% of the requests for cooperation in publishing this book with people providing texts, photos, graphs, and other valuable information. Only 6 respondents directly refused to cooperate.

Of the almost 2,000 emails requesting sponsorship or offering to advertise, **96% remained unanswered.** Many of them we urged at least 3 times - work that fell to the publisher. For companies with millions of turnovers, we were not worth the time for a single e-mail even though what we asked for was the equivalent of one business lunch. As a collection of professionals that have worked to promote many of these companies, we expected to at least receive a response. **During our parents' time and even when I was young, it was etiquette to at the very least reply to the letter and write "no, sorry, hard times, thank you".**

We even received only one scolding letter. Our job was to reach the maximum of cooperation brands properly and with all respect. Seguin Moreau made good PR on it, the other bosses referred us to so-called „service de presse“ of the Fédération des Tonneliers de France; This way they lost the chance to address winemakers worldwide with their news. My psychotherapist told to me that „service de presse“ was apparently having a very bad day out of „service.“ We hope that that was the case and it will be on much happier terms that we meet again.

When the Iron Curtain fell 30 years ago, we chanted „**We are not like them!**“ and I still hear it in my ears today, we live by it.

And this publication is not like the rest.

That is why we have decided to dedicate the results of our work to you, the winemakers and traders, completely free of charge. This labor of love is for your benefit, we hope you enjoy it!

Michele Padberg

Luboš Bárta

Iva Bárta Kovářiková



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The author of most of the pictures in this book, unless otherwise stated, is Luboš Bárta. The rest are purchased from photobanks, collected from the Internet or sent in by the authors of the articles.



The project was made possible thanks to these entities. Thank you!

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A photograph of a person sitting in a vineyard. The person is wearing a patterned dress and sneakers. The background is filled with green grapevines and leaves. The text is overlaid on the right side of the image.

He who has wine and drinks it not,
he who has grapes and eats them not,
who dates a girl and doesn't kiss,
who avoids fun and knows no bliss
don't spare your whip,
don't spare your cane
for he must surely be insane

Jan Werich



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