

West Side Wine Club

June 2014

Monthly Rant



Scheduled Meetings

January 11, 2014

Annual Gala – Archer Winery

January 15, 2014

Crush Talk / Planning

February 19, 2014

Bordeaux Tasting

March 19, 2014

Speaker: Andrew Beckham;
amphora winemaking

April 16, 2014

2013 Barrel / Carboy
Sample Tasting

April 19, 2014

Tour of Lange Winery

May 21, 2014

Speaker: Rob Landsness; A
sommelier's perspective

June 18, 2014

"Best Practices of Amateur
Winemakers"

July 12, 2014

Annual Picnic

July 19 or 20, 2014

Tour

August 20, 2014

All Whites Tasting

September 17, 2014

Other Reds Tasting

October 15, 2014

Pinot Noir Tasting

November

No Meeting

December 3, 2014

Planning, Tours, Speakers,
Events, Elections

The recent sale of Sagemoor vineyards and the pending one of Zerba Cellars has me wondering about what the future holds for us insofar as sourcing fruit is concerned. Sagemoor is fortunately still making grapes available to us, but Zerba, for the moment, is not. Apparently, some industry analysts are finding that 10% of all west coast wineries are "strongly considering selling out within the next five years." That could mean as many as 524 wineries changing hands in California, Oregon and Washington. Further, they indicate that the percentage could be as high as 30% "under the right circumstances," which presumably means being offered a price they couldn't refuse. The market right now is strong for small and mid-sized operations, as newcomers look to establish a foothold in the business, and as larger California brands seek Oregon or Washington signatures.

Although I suppose this is not a cause for panic, after all there always seems to be fruit popping up for sale at the last minute during harvest, it does raise concern about getting the kind of reliable quality many of us need for consistency in our winemaking year over year. As was mentioned several times at the last meeting during discussion of our fruit purchase rules, we can't expect to rate that high on the priority list of most vineyards since we buy small quantities and aren't very consistent in our orders over the long run. Nor are we on contract. So while apparently the reigning opinion is that the growth in sales is good for the winery market overall in that it brings fresh ideas and energy, it may prove to be something that forces us, the little guys, to be quick on our feet and also careful with the management of our relationships. So don't forget that complimentary bottle or two when you go to pick up the fruit!

Drink Responsibly.
Drive Responsibly.



Information & Trivia

WILLAMETTE VALLEY AMATEUR WINEMAKERS SOCIETY



“The Willamette Valley Amateur Winemakers Society” will again hold a competition for amateur wines. See page 10 or go to <http://www.wvaws.org> for more details.

TIP: If you'd like to have an example of what the more pleasant complexities of Brettanomyces smells like, sniff a pod of Black Cardamom.

What is Amarone and Recioto della Valpolicella?

They are both made from dried grapes. However, Amarone is a dry wine while Recioto is a sweet wine. Both wines must be made from 40-80% Corvina grapes and need to be raisined in special drying lofts or drying rooms (appassimento) for several months after they have been picked.

Amarone is a rich, dry wine normally reaching alcohol levels of 15%. Once the grapes have been dried, they are crushed and fermented to dryness (but not before 1 December following the harvest). The fermentation takes a long time as the grapes lose around half of their liquid while they are being dried and are very rich in sugar. The wine is then aged in cask or, increasingly, barrique. The legal minimum alcohol for Amarone is 14% but the majority reach 15% and higher. They can taste like vintage Port but drier and without any fortification. Recioto della Valpolicella cannot be crushed until 1 January and is then fermented. It is a sweet, unfortified wine with lots of fresh black fruit and chocolate. It usually reaches an alcohol level of 12% with a high residual sugar of 250 grams/liter).

The next meeting is scheduled for Wednesday, June 18 at 7:00 p.m. at Oak Knoll Winery. Agenda : WSWC members present their “Best Practices”; tips & techniques. Come & learn something new. Bring one of your wines to share.

- 1.) Snacks: This will be another potluck; bring a small snack to share.
- 2.) Waivers will be present at the meeting. If you have not previously signed a waiver please do so at the meeting. You may also pay your 2014 dues if you have not already done so.
- 3.) Bring a glass for tasting member wines.
- 4.) The meeting will begin at 7 pm and end by 9 pm. If you can, get there a little early to help set up. Please help put away chairs and tables at the end of the meeting.

WSWC Website: <http://www.westsidewineclub.com/>
Message Board: <http://groups.yahoo.com/group/Westsidewineclub/>

May Meeting Minutes

Members Present = 18

- Phil opened the meeting and reviewed the Grape Purchase Rules.
- A discussion on the rules followed.
- We mentioned that our next meeting will be on Best Practices of Amateur Winemakers.
- Add Jonathan Brown to the list for a discussion of the new Malolactic test procedure for the “Vinmetrica” instrument.
- Jonathan Brown handed out the grape ordering matrix showing what vineyards have what varieties available and when we need to get our orders in. Some of the vineyards require that we have our orders in by the beginning of June. Get your orders to Jonathan ASAP at jonabrown@gmail.com or 503-473-4796 mobile.
- Rob Landsness, sommelier and club member was our speaker for the meeting. He discussed his experiences as a sommelier with French Bordeaux. He brought two excellent bottles of 2005 Château Fleur Cardinale for us to taste.
- Rob is also involved in developing a FREE wine app that we should all try. Take a picture of a wine label and get all kinds of info on the wine. It is called “*Delectable Wine*” and is now available at the Apple App Store. It will be available for Android shortly.



Here are the approved upon rules governing fruit purchases. They will be enforced this year, and should be presented in print for signature to everyone who signs a waiver next year.

Rules Governing Grape Purchases in the WSWC

1. All participants in purchases must be current members of the club, with their dues up-to-date.
2. If one person is organizing a group order in the name of the club, he or she must submit the names of all participating members to the Chair of Grape Purchases. If they do not, the person organizing the purchase is fully responsible for payment and pick up of the fruit. No exceptions.
3. The Chair of Grape Purchases will verify current membership of all who place orders for fruit. If a member is not current they will be required to pay their dues before any order is confirmed.
4. The Chair will also inform all vineyards that he or she, or a designated club member if this is more appropriate, is the only one authorized to place orders in the club's name.
5. The vineyards should be advised that anyone else attempting to place an order with them using the club's name should request that person go through regular club channels. The vineyards should understand that if they honor such an order, that person is to be considered a private party NOT associated with WSWC, even if they are in fact a current member.
6. Failure to make payment within 7 days of the vineyard's requirement, if payment was not required at pick up, will result in a one year suspension of purchasing privileges with the WSWC.

7. After a one year suspension, the re-instated member will be required to place a 50% deposit for the amount of the fruit ordered at the time of the order. The club treasury will hold the funds. If the member makes final payment in a timely fashion, the requirement for upfront deposit will then expire.

8. The only circumstances in which a delivery can be legitimately cancelled by the club are:

a. If it is also agreed to by the vineyard. Or...

b. If the condition of the picked fruit falls short (Brix, pH numbers, etc.) of any stated guarantees (if there are such) the vineyard has set in advance for fruit quality at the time of harvest. Most of the time these are NOT given, so cancellation due to unsatisfactory fruit will only be allowed if the vineyard is in full agreement.



Here is more information from Jonathan Brown (Grape Purchases Chair).

Dear WSWC Members,

Another grape ordering season is upon us!

A PDF document is attached that summarizes 2014 growers and deadlines by grape variety.

GROWERS WITH MAY DEADLINES ARE CHANDLER REACH AND SAGEMOOR. (See below for ordering instructions.)

THERE ARE SOME IMPORTANT CHANGES FOR 2014:

- 1) ZERBA WILL NOT BE AVAILABLE TO US IN 2014 because they have decided to sell only to commercial buyers this year. They are selling the vineyard and winery. President Phil Bard is exploring a couple of replacement vineyards.
- 2) SAGEMOOR has been sold to Allan Brothers, a long-time fruit-tree grower in the Yakima Valley. But Sagemoor has confirmed that they WILL sell fruit to the club in 2014 as long as we send it in as one single order by the end of May and give them one point of contact with whom to work. Dana Blizzard and Terry Swan are now commercial customers of Sagemoor and are no longer available to coordinate with us on purchases and pick-up. We cannot order Sagemoor Cabernet Sauvignon in May but there might be some available at picking time, depending on harvest and commercial orders; it probably will not be their most prized fruit. Also, no Semillon will be available from Sagemoor in 2014. Note also that Sagemoor has added a \$150 per ton hand-picking charge in 2014.
- 3) Cab Franc from CHANDLER REACH will be very limited in 2014. Only a few hundred pounds will be available to us, at best. They also want us to give them a single point of contact and submit one unified order as a club for all fruit.
- 4) PORTTEUS will have Sangiovese back this year and is also selling PINOT NOIR! Paul says it is much different from Oregon Westside PN. He will have Chardonnay available in 2015 (new planting).
- 5) I have kept the Westside growers and the retail stores in the table but, based on last year's experience, club members will order and arrange pick-up from these sources directly, or in informal groups, not through the club purchasing program. So these Westside entries are for information only. The exception to this rule is MOMTAZI, for which Phil led the ordering on behalf of the club in April.
- 6) Please note the new club rules on grape purchases through the club, which were drafted by Phil and approved at our May meeting. The basic points are: a) you must be a paid-up member; b) if you are ordering on behalf of a group, you are financially and logistically responsible for the whole group; c) the chair of grape purchases (for 2014, that's me), or his or her designee, is the only person authorized to place orders on behalf of the club; d) an order through the club is a binding commitment to purchase; e) if you do not pay the club member who paid the grower within 7 days of pick-up, you cannot purchase next year and will have to pay 50% in advance the year after that (and, of course, you still have to pay); f) under extraordinary circumstances, orders may be cancelled prior to pick-up--working through the chair of grape purchases, not directly--if the grower says OK; g) fruit can be refused if it does not meet standards agreed in advance with the grower (see below).

FRUIT QUALITY AND REFUSING OR REDUCING PRICES ON SUB-PAR FRUIT:

As requested at the April meeting, I asked each of the eastside growers what their policies were regarding pricing and acceptance of poor quality fruit. Sagemoor said, "As far as quality at harvest, you would have to inspect at pickup and accept or reject. We will not harvest bad fruit but the winemaker is responsible for making the call at harvest and knowing the quality of fruit. This puts you at a disadvantage if you don't come and inspect but our reputation is on the line and we won't send sub par fruit." Chandler Reach told me essentially the same thing, by phone. Paul Portteus wrote, "You are welcome to visit the vineyard prior to harvest and walk the rows of the grapes that you order to see if there is a problem with the fruit and cancel your order if you are not happy!" (I forgot to include the question in my email to Colin at Lonesome Springs, so I don't have an answer from him.)

BOTTOM LINE: THE VINYARDS' POLICIES ARE GEARED TOWARDS COMMERCIAL CUSTOMERS WHO WALK THE ROWS MONTHLY, MAKE THEIR OWN BRIX AND PH MEASUREMENTS, AND MAY EVEN ASK THAT THE VINES BE PRUNED AND THINNED IN A PARTICULAR WAY. COMMERCIAL BUYERS ALSO DO NOT NEED TO PICK JUST ON WEEK-ENDS and THEY CAN TELL GROWERS WHEN TO PICK. ROT IS NOT A COMMON EASTSIDE PROBLEM BUT BRIX AND PH CAN BE OCCASIONALLY. USUALLY, HOWEVER, AMATEUR BUYERS DO NOT MEASURE THE BRIX AND PH WHEN THEY PICK UP THE FRUIT, WE DISCOVER THIS LATER, AFTER WE HAVE PAID.

SO THE FACT THAT WE "CAN" REFUSE FRUIT AT PICK-UP, WHILE VERY DECENT OF THE GROWERS, IS NOT A COMPLETE SOLUTION FOR US; AND IT WOULD BE MUCH LESS COSTLY AND LESS IRRITATING FOR THE GROWER IF WE CANCELED BEFORE THE FRUIT IS PICKED, SAVING THEM THAT EXPENSE AND ALSO TILLAGE AND IRRIGATION IF IT IS OBVIOUS EARLIER IN THE SEASON THAT THE FRUIT WILL NOT BE GOOD; OR IF WE COULD DELAY PICK-UP UNTIL THE BRIX IS HIGHER, WEATHER PERMITTING. REFUSING FRUIT IN DIFFICULT YEARS IS NOT GOING TO HELP THE CLUB PRESERVE ACCESS TO GOOD FRUIT IN THE GREAT YEARS AND ACCESS TO GOOD FRUIT MAY BE AN INCREASING CHALLENGE FOR US. WESTSIDE IS MORE DIFFICULT BUT HERE WE ARE NOT USUALLY PLACING ORDERS IN THE CLUB'S NAME, WE ARE PURCHASING INDIVIDUALLY.

Two growers may have deadlines, Chandler Reach and Sagemoor. Club members wishing to purchase through the club from these growers MUST email Jonathan Brown by Friday, 30 May 2014 at jonabrown@gmail.com Both of these growers want a unified single order from the club. Price per lb from Chandler Reach will be \$1.30 for all varieties. Sagemoor will range from \$0.60 to \$0.90/lb (see below), depending on the grape, plus at \$150/ton hand-picking charge. And, if you want to compare ahead:

Kiona (June deadline) will be \$1.60
 Lonesome Springs (June deadline) will be ~\$0.95
 Portteus (July deadline) will be \$0.90-\$1.30.)

Chandler Reach:

Cabernet Sauvignon \$1.30
 Merlot \$1.30
 Syrah \$1.30
 Sangiovese \$1.30
 Cabernet Franc \$1.30

Sagemoor:

Cabernet Sauvignon \$0.90 (possibly available late in season)
 Merlot \$0.75 \$150/ton hand-pick charge
 Syrah \$0.85 \$150/ton hand-pick charge
 Mourvèdre \$0.90 \$150/ton hand-pick charge
 Carmenere \$0.60 \$150/ton hand-pick charge
 Chardonnay \$0.60 \$150/ton hand-pick charge
 Viognier \$0.60 \$150/ton hand-pick charge
 Riesling \$0.60 \$150/ton hand-pick charge
 Semillon not available 2014

AND REMEMBER, AN ORDER IS A COMMITMENT TO PURCHASE THE FRUIT. The club's continued ability to purchase from good growers rests on our continued dependability as buyers.

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WSWC: GRAPE PURCHASE OPTIONS 2014, with order deadlines

	Chandler Reach	Courting Hill	Kiona	Lonesome Spring	Mainbrew (1)	Marshall's	Montazi	Portteus	Pumpkin Ridge	Ross	Sagemoor	Sam's Valley	Steinbart	Stormy Morning
Barbera			June											
Blafränkisch														
Cab Franc	May		June		Sept		July				TBA			
Cab Sauv	May	June	June	July	Sept		July	TBA	June		TBA	July		
Carmenere			June								May			
Carmine									June					
Chardonnay	Aug		June				2015				May			
Cherry			June											
Counoise			June											
Dolcetto			June											
Gewurtztraminer			June					TBA						
Grenache			June											
Grenache noir			June											
Grüner Veltliner														
Lemberger		June												
Malbec		June	June				July							
Marsanne			June											
Merlot	May	June	June	July	Sept		July			May	TBA	July		
Mourvèdre		June	June							May				
Muller Thurgau									June					
Muscadella de Bordelais			June						June					
Nebbiolo													July	
Orange Muscat			June											
Petit Verdot			June											
Petite Sirah			June				July							
Pinot Gris	Aug													
Pinot Noir	Aug					May	July	TBA	June			July	June	
Primitivo/Zin		TBA	June				July							
Riesling white				July					TBA	May		July		
Rousanne			June											
Sangiovese	May	June	June	July			July					July		
Sauv Blanc			June						June					
Semillon							x2013							
Souzao			June											
Syrah	May	June	June	July			July			May		July		
Tempranillo			June											
Touriga			June											
Viognier			June	July			July						July	

Contact Jonathan Brown with updates: jonabrown@gmail.com 503 473 4796

(1) Mainbrew also takes orders from email recipients for other varieties in June

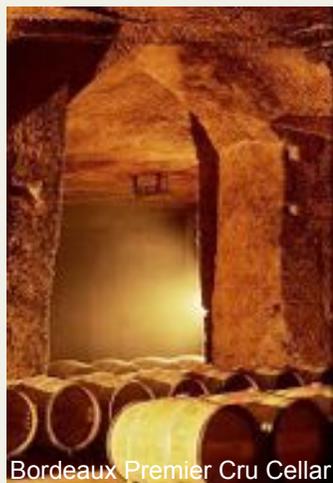


Editors Note: This issue is the fourth in a four-part series devoted to the history of wine making. Hopefully, this series will help you better understand your own personal beliefs about wine and winemaking, and how those beliefs have been shaped by historical and cultural circumstances.

Wine's Two Golden Ages

Stephen Franzoi

During the 19th century, wine began being served at a new social venue, restaurants. The modern idea of a restaurant first appeared in Paris during the Age of Enlightenment, just before the French Revolution when soup vendors began selling “restorants” and other foods at fixed locations in the city. Initially, restaurants were places where local residents could purchase food to restore their strength and vigor as they went about their normal daily activities. Because restaurateurs made wine part of their menus, people who ate there slowly began to associate wine with eating and not as something that was generally consumed throughout the day, as had been the case since time immemorial. Now that other beverages were widely available, wine was increasingly perceived as something one could choose to consume at a particular time of the day and in moderation. This shift in thinking occurred primarily among the middle and upper class members of society, not among the poor, who still had relatively limited choices for quenching their thirst and did not dine out.



Bordeaux Premier Cru Cellar

Wine's First Golden Age

At the same time a middle and upper middle class people began thinking of wine as something that was drunk in moderation during a particular time of the day, some of these same people began to covet “special” wines that came from certain vineyards or wine estates, most often those in France. Throughout history, wine had been valued either simply as a source of nourishment or as an escape from normal consciousness. Yet, by the 19th century, certain wines became valued as possessions, raising the social prestige of those who bought them. Acquiring and sometimes even collecting high quality wines became more and more common among the well to do, with certain wines – such as red wines from the Bordeaux and Burgundy regions of France – having such high cultural value that they were treated as veritable objects of art, not unlike rare paintings. This new found reverence for high quality wine led many historians to later refer to this time period as Wines First Golden Age. During this time, machines were invented to mold bottles of uniform shape and size, and by 1860 molded bottles were being mass produced.

During these years, many members of the middle and upper classes increasingly came to appreciate wine and food for the various taste and aromatic sensations detectable in them, with “good taste” associated with much more than physical sensations; it was a sign of being cultured. Certain wine and foods were now emblematic of “good breeding” and a new type of social commentator emerged, namely, the wine and food critic. In France, wine was becoming a cornerstone of the economy and a source of national pride because French wine was widely recognized as the standard for quality throughout the world. Capitalizing on this perception, in preparation for the 1855 Paris Exposition, Emperor Napoleon III commissioned the Bordeaux Chamber of Commerce to rank the quality of the region’s wine estates. Their report ranked in importance wine estates from First Growths (Premier Crus) to Fifth Growths. Yet while French wines were highly regarded throughout the world, beyond France’s borders, critics often delivered withering evaluations of what they perceived as thin and sour wines in countries such as Italy, Spain and Germany, and American wines were hardly ever mentioned when it came to quality.

The Discoveries of Louis Pasteur

The scientist who is generally credited with unlocking many of wine’s mysteries during this first golden age was Louis Pasteur, a French chemist and microbiologist. Up until 1860, the general belief was that fermentation was simply a chemical process, not biological, with dead yeast serving as the chemical catalyst. Then, in a series of experiments, Pasteur demonstrated that living yeast, not dead yeast, serves as the catalyst for initiating fermentation, and further, that it is the yeast that converts the sugar into alcohol and carbon dioxide, and this fermentation process cannot continue unless the yeast remains alive and multiplies. Pasteur also discovered that when wine is exposed to too much air it causes the growth of active bacteria, which turns the wine sour; bacteria will multiply faster in proportion to the amount of available oxygen. In other words, a half filled container of wine will spoil faster than a three fourths filled one. As his discoveries became known, knowledgeable winemakers became diligent about “topping up” their barrels to prevent oxygenation. Pasteur became so knowledgeable about the microbiological basis of winemaking – he had a small vineyard himself – that he could identify a particularly wine problem by observing it through his microscope. Based on this acclaimed scientist’s work, knowledgeable winemakers now knew that living organisms caused all of the wine’s effects (or at least the majority of them): it’s initial emergence, it’s development, and eventual demise (souring).

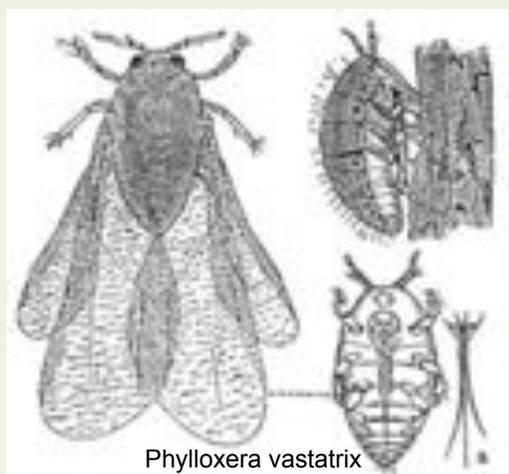


Louis Pasteur (1822-1895)



Crisis And Ruin

The middle 1800's was not all golden for winemakers. Mid-century, Europeans were struck with crippling wine diseases. The first indications of something amiss was a strange, dusty substance on vine leaves in England that was first noticed in 1845 and quickly crossed the English Channel and began attacking grape vines throughout Europe. Covering leaves and vine stalks with a cobweb like growth, *oidium tuckeri* – better known as powdery mildew – killed young shoots and drastically reduced crop yield. In 1854, this fungus resulted in the smallest grape harvest in more than 60 years. Fortunately, scientists discovered that spraying the vines with sulfur dust was an effective treatment, and by the early 1860's this blight was largely eradicated. No sooner was this problem solved than another far worse problem developed: tiny gold colored aphid like insects *Phylloxera vastatrix*, that literally sucked the life out of the grapevine roots causing them to die of starvation. Many remedies were tried, to no avail. Europe was facing the very real possibility of losing all their grapevines to these insects.



Phylloxera vastatrix

Have you ever heard the phrase, "It's always darkest before the dawn?" Well, it was a bit "before dawn" in European vineyards in 1878 when another form of odium appeared to make matters even worse; Black Rot, which attacked leaves, shoots and grapes themselves. By 1890 between two thirds and nine tenths of all European vineyards had been destroyed. European grape growers have surely wondered what they had done to the wine gods to deserve these consecutive calamities. Yet these grape growers did not resort to trying to mollify the gods, as their ancestors would surely have done. No it was science that came to their rescue, with the remedy being the lowly North American grapevine rootstocks that many Europeans had ornamentally planted in their gardens. These American grapevines were resistant to *Phylloxera vastatrix* and the fungi.

A word of caution here for every American reading this article who may be moved to "puff out their chest" with pride at the thought that "their vines" saved European vineyards during this time of crisis. Yes, that is certainly true but is also true that it was our North American grapevines that were the initial carriers of *Phylloxera vastatrix* and all the fungi that were destroying European vines. Over many years, our grapevines had built up a resistance to these vine diseases, something that European grapevines had not done. Vine grafting of American rootstock on European vinifera grapevines was the remedy. American horticulturists were largely credited with discovering this solution, and in 1888 Texan horticulturist Thomas Munson was singled out by the French government and honored for his vine saving work.



Many small-family European vineyards were driven out of business by the vine diseases of the 1800s.

Although disaster was averted, these grapevine diseases caused many small family vineyards to cease operations because the cost of replanting with new grafted rootstock was not financially possible. Many of these farmers moved to the cities or emigrated overseas. The result that was European winemaking suffered greatly because the acreage devoted to grapevines shrunk by 25 percent while the production volume actually increased. In other words, farmers tried to recover yield by not pruning their vines adequately, resulting in a great deal of over cropped, low quality grapes that made thin and unappealing wine. High volume poor quality grapes now replaced the low yield acreage that produced fine wine during the First Golden Age. Some vintners and merchants were also undermining the public's confidence by trying to pass off wine made with hydrated raisins as fresh grape.

wine, while other fabricated fake Premier Cru wines. Not surprisingly, vintners incomes plummeted because consumers noticed the difference in wine quality. Just as consumers had done during the latter years of the Renaissance when faced with poor quality wine, many members of the European middle class began drinking more distilled alcohol and beer.

Beyond Beyond the negative effects of these vine diseases, European winemaking was also severely damaged by a World War in 1914 – 1918 that was fought in some of the greatest wine growing regions, then a world wide economic depression followed by another World War that spanned 1939 – 1945. One interesting anecdote in this part of our story is the role that French wine and French winemakers played during World War II. Because the best French wines were highly coveted by the Nazis, U.S. and British intelligence agencies were often able to track the movements and troop strength of the German army by monitoring French wine shipments. Further, in an attempt to keep their best wines out of the enemy occupiers' hands, France's winemakers regularly switched labels and dumped their poorest wines on the Germans. They also helped hijack 250

Phil Bard in his back yard



trainloads of material headed for the Germans and smuggled Résistance fighters and arms across the Occupation Line in wine barrels.

Lackluster American Winemaking

Although the destruction of many of Europe's vineyards during the latter part of the 19th century caused an increase in American wine sales both in this country and abroad, American winemaking never enjoyed a Golden Age during the 1800s. American wines never rose to the popular heights of many European wines, largely because American produced wines were not of particularly high quality and also because wine was often perceived by many as foreign and not respectable. It is true that American grapevines avoided for a time the disease visited on European grapevines, but it also true that cultural prejudices and early 20th century Prohibition effectively kept American winemaking in a decidedly inferior state for many years.

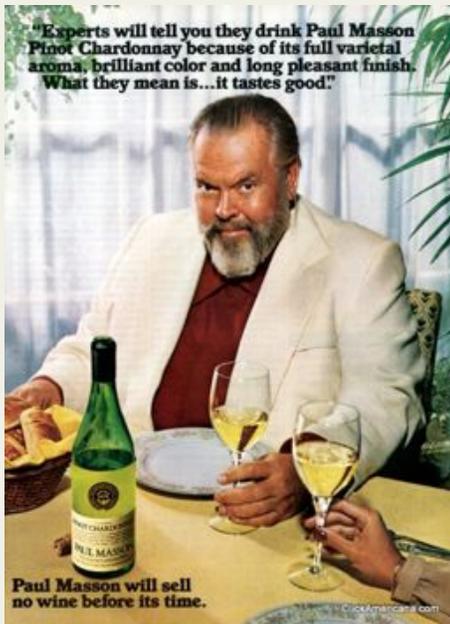
Wine's Second Golden Age

At the end of World War II, European winemakers had endured hardships for close to 100 years and many had been driven out of business. In the United States, Prohibition had similarly decimated wineries in California and other isolated winemaking pockets. In Europe and in virtually all other industrialized countries, municipal water was now clean and safe, and refrigeration was bringing milk and other perishable beverages to people on a daily basis. In order for wine to survive as a viable product in this post war

period, winemakers needed to once again reshape consumers' perceptions and beliefs so that wine was not thought of as something common and bland, but once again a sought after product that reflected cultural refinement. Further, for wine to be resurrected in this manner, many visionary winemakers realized that their product must generate enthusiasm not just among the rich, but also among growing middle class masses, many who were interested in both new taste sensations and in processing and consuming products associated with higher social status.



Napa Valley, 1870

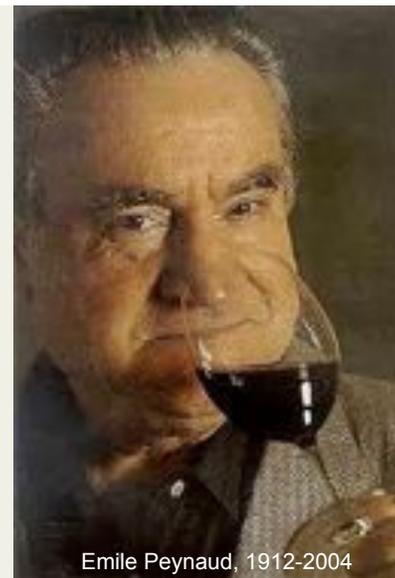


Many of you reading this recall the Paul Masson wine commercials of the 1970s in which the aging yet refined Orson Wells looks into the camera while holding a glass of Masson wine and affirms its high status with the words, "We will sell no wine before its time". This is but one example of a concerted effort during the past half century to redefine wine and wine drinking as an indicator of cultural refinement. Beyond the propaganda of advertisers, the first hurdle in redefining wine following World War II was to more systematically identify particular regions as the source of particular wines and, in many instances, also specify how particular wines should be made and how they should taste. Although this type of regional designation of grape and wine quality – the appellation system – was first developed in 1855, it now became more detailed and spread beyond France to other European countries and to the New World. Any country that desired to be recognized as producing fine wine adopted variations of this appellation system, but not always with positive results. Italy is an example of a country whose new appellation rules actually constrained its most innovative winemakers from improving wine quality because the adopted rules favored entrenched, traditional winemaking techniques that had long produced mediocre wines. Similar appellation problems plagued German winemakers, and it wasn't until the mid – 1970s that these two countries' winemaking reputations began to improve often due to winemakers ignoring appellation requirements. Beyond the adoption of appellation rules, many grape growers and winemakers began to use new techniques and materials, such as various chemical treatments to prevent vine

diseases, temperature management and nutrient additions during fermentation, fermenting wines in new oak barrels, and regular chemical analysis throughout the winemaking process. As these winemaking innovations led to improved quality, they were followed by additional technical manipulations, such as removing excess water from otherwise weak tasting wines, removing excess alcohol from hot or heavy wines and adding Tartaric acid and oak chips and sawdust to create consistency. These vineyard and winery procedures reflected a major shift in winemakers' thinking, namely, that they could exert control over their vines and their fermentations. The seeds for such thinking can be traced back to the scientific insights of Lavoisier, Chaptal and Pasteur, but now winemakers were widely adopting this "hands on" approach to improve wine quality. More than anything, this embracing of control over all phases of the winemaking process was the most important factor in ushering in the Second Golden Age of wine.

The person most recognized as leading this call for control was French wine researcher Émile Peynaud (1912 – 2004), who is justly considered the father of modern enology. He not only spread the word that malolactic fermentation was not a wine sickness, but that it was often beneficial and that winemakers needed to encourage and control it, especially in red wines. Peynaud also promoted the idea of harvesting grapes up to two weeks later than usual, and to complete the harvest as quickly as possible. Largely based on his advice, many winemakers abandoned the practice of picking under ripe or rotten grapes, which resulted in the best possible wine.

Unlike during the First Golden Age, where superb wine was an island in a vast ocean of thin vin ordinaire, post war winemakers have been much more dedicated than their predecessors to significantly raise the quality of the ocean of wine that surrounded the one island of superb wine (French Burgundy and Bordeaux wine). It is not an exaggeration to state that their efforts resulted in the ocean becoming a much tastier source for good quality wines. Contemporary wine critics would largely agree that over the past 10 – 15 years the quality of inexpensive wine is better than it's ever been. Even the quality of gallon jug wine is far better than it was 10 – 15 years ago, and the quality difference between a \$100 bottle and a \$10 bottle is much smaller than it used to be. In addition to this quality rise in generic wine, wine's Second Golden Age is even better identified with the emergence of many more superb wine islands from the vast wine ocean. Many of these islands are New World countries, such as the United States, Australia, New Zealand, Argentina, Chili and South Africa. Despite this most recent reinvention of wine, not everyone is ecstatic about the wine results during this second Golden Age. Some critics believe that the strong hands on approach of the majority of contemporary, combined with their desire to appeal to specific taste sensations, has led to a herd mentality in winemaking. They believe that globalization of wine has resulted in a sort of boring homogeneity due to the loss of individual character in many world wines associated with their *terroir*, or region specific quality that gives each wine its personality. These critics place the blame for this alleged loss of individual character at the feet of large, greedy multinational wine producers and at the feet of the highly influential wine critic Robert Parker. They contend that both wine corporations and Parker have championed the American wine style of ripe fruit flavors, lush textures, high alcohol and oak flavor imparted by new wood barrels that overpowers the wine's unique personality. If this criticism is just, your own current perceptions of what is "good" wine may well be shaped by this standard. In response to the globalization trend, a growing segment of contemporary vintners are renewing the focus on their wine's *terroir* through organic and biodynamic viticulture that stresses the health of the soil and well being of the entire environment. Where all of these recent trends take us in the coming years is anyone's guess. In the 21st century, wine is no longer in decline as an alcoholic beverage. However, if this four part series tells you anything, it is that wine is a cultural invention and, as such, it is often reinvented every few generations. As vintners, we are part of this creative process, and the better we understand wine's history, the better we can help in setting the stage for wine's next invention.



Emile Peynaud, 1912-2004



After the Woodsman slew the Wolf,
Granny opened a Cabernet Franc.
Full of tart, bright forest berries and
savory leafy greens and a little
spicy woodiness. It was determined that
the Wolf had been drinking vodka
shots before the violence occurred.
Little Red Riding Hood grew up
and studied oenology. Zelda 2013

Much information can be found about the proper selection and use of yeasts in winemaking, the measuring and addition of acid to a wine or how the adding of sugar either before or after fermentation will affect the finished wine. The information in this article may not be as widely available but is no less important when trying to create an above average wine.

The Importance of Pectic Enzymes in Winemaking Research & Article by Robert J. Kister

There are approximately 150 compounds such as protopectins, pectinic and pectic acids, pectins, etc. which are collectively called *pectic substances*. They are carbohydrate derivatives and are universally present in plant tissues, principally in fruits. The general term "pectin" refers to only those water-soluble pectinic acids which are capable of forming a gel with sugar and acid. In winemaking, however, we use various whole fruits so we encounter not only the pectins, but also many other pectic substances.

The characteristic that makes pectic substances more important to the vintner is that they are not soluble in water. Instead of dissolving, they disperse in a colloidal suspension which results in a haze that does not settle out. They also form gels with sugar and acid, thereby increasing the viscosity of the juice or must. This is highly desirable in some instances, like in apricot, tomato or prune juices, but is very objectionable in wine.

To overcome the difficulties brought about by pectic substances, the home winemaker employs a mixture of pectic enzymes. This enzyme preparation usually contains four different pectic enzymes, and may also contain the enzyme cellulase. The pectic enzymes work to break down and dissolve the protopectin (the substance which holds the adjoining fruit cells together), and to break apart the pectic substances and convert them into water-soluble, which will reduce the viscosity of the juice and remove the pectic haze. The cellulase is an enzyme that macerates the fruit by destroying the cellulose in the walls of the fruit cells. This releases the juice so that the pectic enzymes can go to work on it.

Pectic enzymes can present a number of advantages at various stages in the winemaking process. When the enzymes are added to the crushed fruit, they will increase the volume of the free-flowing juice, reduce the pressing time, and will increase the final yield of juice. The extraction of color will also be better when the fruit is fermented on the pulp.

The enzymes may also be added to the must just prior to or during the fermentation to settle much of the suspended particles, including many unwanted microorganisms. In this case the yeast sediment (lees) will be firmer and more compact at the time of the first racking, and the wine will be clearer.

Finally, the pectic enzymes may be added to the wine after the fermentation is complete to increase the filtration rate or to clear the wine without filtering. A good clarification eliminates the floating microorganisms and much of the precipitated proteins. This reduction of proteins will improve the stability of the finished wine.

It is claimed that pectic enzyme treatment does not change the characteristic bouquet of wines, but helps to develop a more mature flavor in a shorter time, and that the flavor of treated wines is superior to that of untreated wine. It is further claimed that fruit wines made of enzyme treated blackberries, currants, loganberries and other berries, peaches, apples, and other fruits are superior to wines made from untreated fruits and fruit juices.

Pectic enzyme preparations are active at temperatures ranging from 32 to 150 degrees Fahrenheit. The enzymes are destroyed in 40 minutes at 160 degrees Fahrenheit, in five minutes at 180 degrees Fahrenheit, and in two seconds at 210 degrees Fahrenheit. The commonly used amounts are 0.2 to 0.4 grams of enzyme per gallon of juice or must.

An added effect of pectic enzyme treatment, although a disadvantage, is an increase of methyl alcohol content. The treated wines will contain a slightly higher percentage of methyl alcohol than untreated wines. However, it is still well below the permissible level.

Thus, by using pectic enzymes in your wines, you can realize the following advantages:

The yield of juice per pound of fruit will be greater.

The pressing time is shorter (this means less oxidation of the fruit).

The sediment at the first racking is more compact (this results in a greater yield of finished wine from each gallon of must).

Color extraction from the fruit skins is greatly improved.

The wine will mature or age faster.

The color and flavor of the finished wine is superior.

Your wine will clear faster and easier.

The stability of your wines will be improved.

So if you are really striving to produce superior wines, it might help to get into the habit using pectic enzymes regularly.

2014 AMATEUR WINE COMPETITION



- 🍷 Deadline to enter is July 19, 2014. Entries accepted at Eola Hills Cellar in Rickreal, Oregon.
- 🍷 Entry fee is \$10 per bottle.
- 🍷 All wines must be homemade, produced and bottled by the entrant.
- 🍷 Winners announced in September with awards for First, Second and Third place in each Class, also a Best of Show Award.
- 🍷 A panel of professionals will evaluate wines
- 🍷 Judges' evaluation note will mailed to entrants who include a SASE.
- 🍷 Entry form and rules online at www.wvaws.org or email WVAWS@gmail.com for more information.



Hosted by



Willamette Valley Amateur Winemakers Society

Portion of proceeds support Chemeketa Community College Viticulture student scholarship



"I call it 'Cellblock Shiraz'. Don't be intimidated by the bouquet."

West Side Wine Club Leadership Team - 2014

- President: **Phil Bard** phil@philbard.com
- Set agenda for the year
- Establish leadership team
- Assure that objectives for the year are met
- Set up agenda and run meetings

Treasurer: **Barb Thomson** bt.grapevine@frontier.com

- Collect dues and fees, update membership list with secretary
- Pay bills

Secretary: **Ken and Barb Stinger** kbstinger@frontier.com

- Communicate regularly about club activities and issues
- Monthly newsletter
- Keep updated list of members, name tags and other data

Chair of Education: **Mike Smolak** Mike@NWRetire.com

- Arrange speakers for our meetings

Chair for Tastings: **Ted Johnson**, tedj52@msn.com

- Conduct club tastings
- Review and improve club tasting procedures

Chair of Winery/Vineyard Tours: **Bill Brown** bbgoldieguy@gmail.com

- Select wineries to visit
- Arrange tours
- Cover logistics (food and money)

Chair of Group Purchases: **Jonathan Brown** jonabrown@gmail.com & Jim Ourada
jim.m.ourada@intel.com

Makes the arrangements to purchase, collect, and distribute

- Grape purchases
- Supplies – These should be passed to the President for distribution.

Chair of Competitions: **Don Robinson** don_robinson_pdx@yahoo.com

- Encourage club participation in all amateur competitions available. Make information known through Newsletter, e-mail and Facebook.

Chairs for Social Events: **Marlene Grant** denmargrant@earthlink.net Barbara Stinger & Mindy Bush – Helpers

- Awards Gala / Holliday parties

• Web Content Editor: **Rick Kipper** kips@lycos.com

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