

# Creative Descriptors for Bad Wine

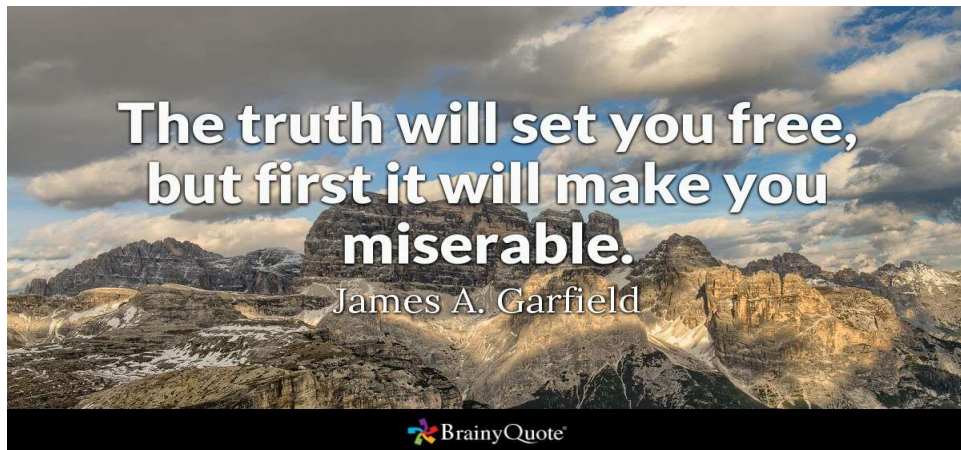
Don't be a wine jerk  
Steve Noel  
Children of the Grape



# The Truth Will Set You Free

As John said in verse 8:32 of his Gospel “The truth will set you free“

I’m a big believer in the truth, or better said, honesty



# Honest or Pompous Jerk



But as my daughter has explained to me, there is a fine line between telling the truth and being a jerk.

Many Times in fact...



# Château CVS



I would never write an untruth about a wine I'm reviewing, nor would I encourage you to do so, but how do you describe a friend's "favorite" wine he can only get at CVS?



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# Ummmm... No Thank You....

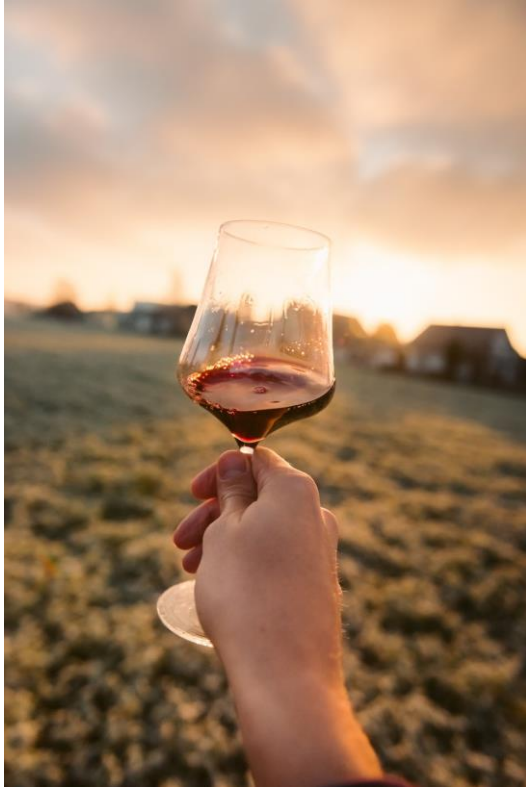


There are a plethora of wine styles and wine flavors that may fall outside of our preferences and many that fall outside of our palatability, but how do we put a positive spin on a train wreck and not be a wine jerk?



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# Here is my Technique



Look thoughtfully at the wine,  
while making a true statement  
about wine.

Even if it isn't about ***THAT*** wine...



# Too Sweet



You are thinking:

OMG is this Kool-Aid made with 4 cups of sugar?

You Say:

It is amazing how a little RS can really balance a wine....



# Too Acidic

You are thinking:

This is the first wine I've ever had  
made from Lemonhead candy...

You Say:

Good acids are a hallmark of good  
wines....



# Fake Additive Taste

## CORRECTIVE ADDITIVES

*Additives used to solve problems in winemaking*



### POLYPHENOL MANAGEMENT

Stabilizes color and reduces astringency.  
Potassium Caseinate, PVPP (Polyvinylpolypyrrolidone), Gum Arabic, Cold Stabilization



### HYDROGEN SULFIDE

Corrects bad aromas and taste from hydrogen sulfide and derivatives.  
Copper Sulfate, Copper Citrate



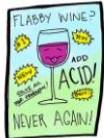
### ENRICHMENT

When grapes do not have enough concentration (sweetness) to make wine.  
Sugar (Chaptalization), Concentrated Grape Must, Reverse Osmosis, Evaporative Enrichment



### DE-ENRICHMENT

When grapes are too sweet to make dry wine.  
Watering Back (adding water), Reverse Osmosis



### ACIDIFICATION

When grapes do not have enough acid to produce a stable wine.  
Tartaric Acid, Lactic Acid, Malic Acid, Electrolysis



### DE-ACIDIFICATION

When grapes are too acidic to produce a stable wine.  
Lactic Acid Bacteria, Potassium Bicarbonate, Calcium Carbonate

You are thinking:

How much actual wine did they add to the additives?

You Say:

It is amazing how many tools winemakers have these days to take their wines to the next level...



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# Inappropriate Brettanomyces



You are thinking:  
Was a tiny horse living in this  
bottle?

You say:

Earthiness sure can add complexity  
to a wine...



# High alcohol



You are thinking:  
I may have just lost all the  
hair in my nose...

You say:

Wow they really were able to get  
the grapes ripe this year!



# Sulfur Compounds



You are thinking:  
Is this wine from Pompeii?

But You say:  
I love when winemakers protect  
their wine from Oxygen.



# Flabby Wine



You are thinking:  
is this alcoholic grape juice?

You say:

So many wines can be so acidic  
these days...



# Volatile Acidity



You are thinking:

How much nail polish remover is in this wine?

You say:

It is amazing how many different flavors and aromas are created during fermentation....





# Heat Damage



You are thinking:  
Was this wine made in a crockpot?

You say:

It is amazing how proper cellaring  
can make all the difference...



# UV Light Damage



You are thinking:

This wine was filtered through a sheep...

You say:

These lighter bodied white wines carry so many aromas...



# Oxidized Wine



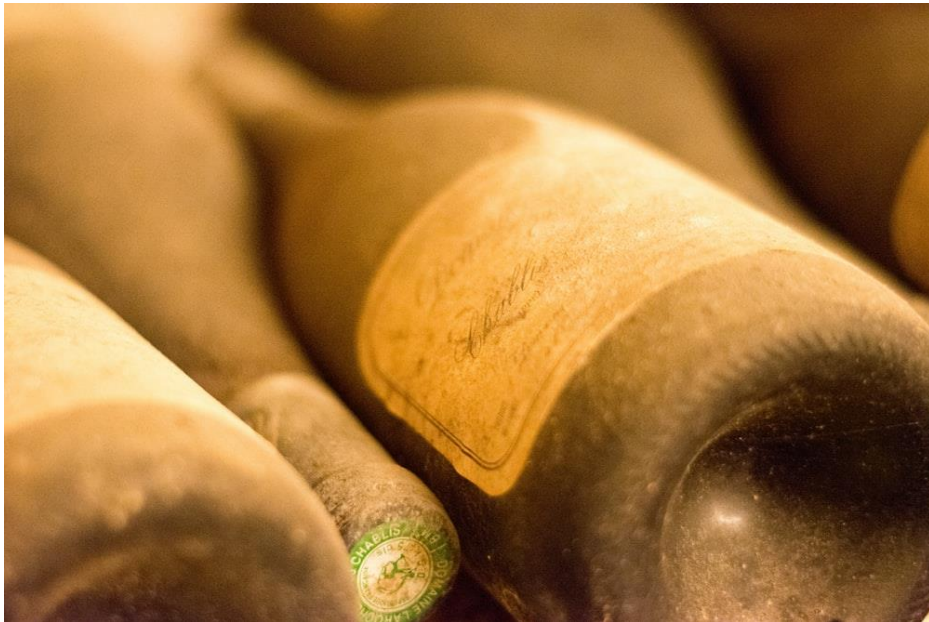
You are thinking:  
How long has this wine been open?

You say:

Proper aeration is so important to  
proper wine enjoyment...



# Over the Hill



You are thinking:

This bottle probably tasted great in 1978...

You say:

Appreciation of well aged wines is a real skill....



# New Normal



As you can see there are ways to use our “normal” descriptors we have been using all along in a **New Normal** to keep our friends from thinking we are just wine jerks.





# Thank You



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