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VINEXPO EXPLORER – 12 Sept.
WORKSHOPS' KEY-FINDINGS

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WORKSHOP V: Wine Pairing

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WORKSHOP V: WINE PAIRING

- **Rules:**
  - Taste the wine first!
  - Food pairing is not an exact science!
  - Common sense will accompany experience over time!

- **101:**
  - A collision; an accident
  - A happy coincidence; nice to have but not perfect
  - The ideal situation; a blissful marriage

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WORKSHOP V: WINE PAIRING

- **201:**
  - Soy sauce
  - Salt
  - Tannins
- **301:**
  - The journey continuous!

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Wine photo © CH'NG Poh Tiong | Food photos © CH'NG Poh Tiong

Salivating Chicken. This Sichuan signature never tasted better outside the province.

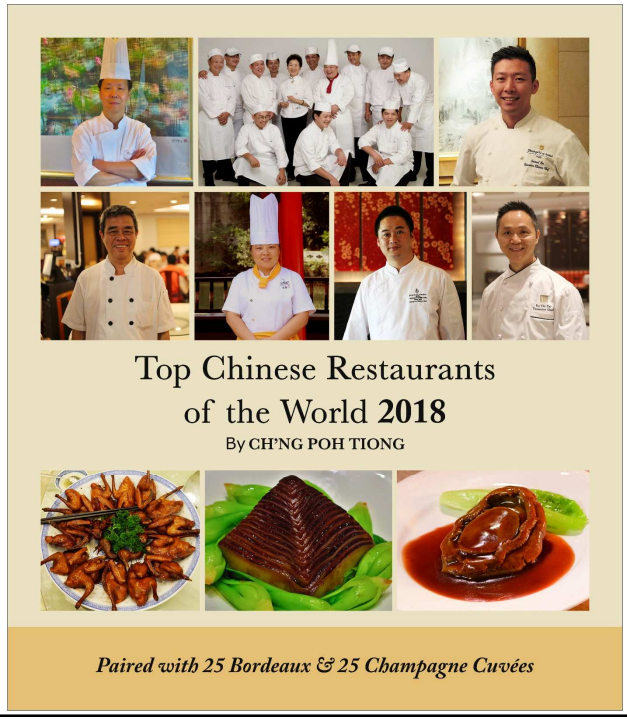
The Peking Duck at Made in China is 40 to 42-day old and must be over 3 kg. The meat does not have a strong taste and because of the sweet sauce used with the pancakes, a Sauternes pairs better than a red.

Wine photo © CH'NG Poh Tiong | Food photo © CH'NG Poh Tiong

Seventh Son Famous Crispy Chicken

Wine photo © CH'NG Poh Tiong | Food photo © CH'NG Poh Tiong

Jin Pei Kou Rou or Dongpo Rou Pyramid is a modern, lighter, inventive variation of the original Dongpo Rou.



WORKSHOP I:
Grüner Veltliner

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WORKSHOP I: GRÜNER VELTLINER

- Grüner Veltliner already good at entry level
- Especially good value at wine prices €5-€10
- Top Grüner Veltliner world-class wines at €15-€30
- Quality Assets:
  - Fruit-driven but always dry and not over aromatic – „Everybody likes it“
  - Perfect food match for many cuisine styles
  - Aging ability of high end Grüner Veltliner – „makes it one of the great white wines of the world“
  - „The more you spend, the better the value!“

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WORKSHOP II: Sweet Wines

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WORKSHOP II: SWEET WINES

- **Challenges:**
  - Sweet wines still have a negative image in many markets ("sweet & cheap")
  - Sweet icon wines are often listed (prestige reasons) but they don't sell
  - What is the right occasion to serve sweet wines?
  - Key Brands & Volume Players are missing (in Austria, …)

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WORKSHOP II: SWEET WINES

- **Chances:**
  - Don't call them "sweet", just serve & enjoy
  - "Sweet" is a versatile category
  - Offer a sweet wine for aperitif and/or instead of dessert
  - Younger unbiased generation
  - Education versus different cultures?

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WORKSHOP III: Austrian Reds

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WORKSHOP III: AUSTRIAN REDS

- **Phase 1:**
  - New red wine area started in the early 80s
  - Influence of new world and classic red wine regions
  - Red winemaking techniques
  - International red wine varieties (Cabernet Sauvignon, Merlot)
- **Phase 2:**
  - Red wine Cuvées
  - Autochthonous varieties (Zweigelt, Blaufränkisch, St. Laurent)
- Austrian Pinot Noir would have potential
- Fruit-forward red wines are important (moderate alcohol, no oak)

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WORKSHOP IV: sustainable, organic, biodynamic, natural

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WORKSHOP IV: SUSTAINABLE, ORGANIC, BIODYNAMIC, NATURAL

- "Perception of alternative wines is very different in different markets"
- Consumers don't understand the difference between the categories
- Natural wines in many markets is a trend for young consumers who might not be interested in classic wine events
- Use the natural hype to turn new consumers to classics

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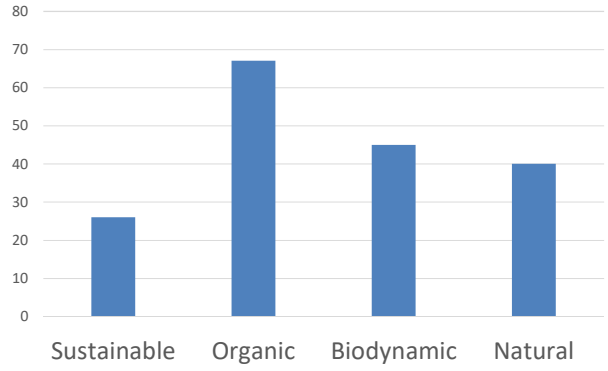
Which category of alternative wines do your customers ask for most frequently?



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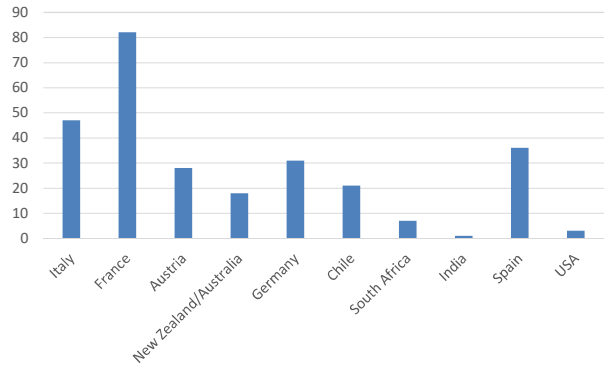
Which are the countries of origin best known for organic wines?



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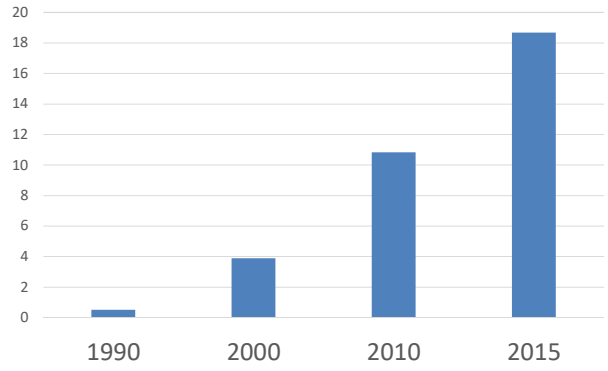
Can you indicate the approximate sale percentage of alternative wines during recent decades?



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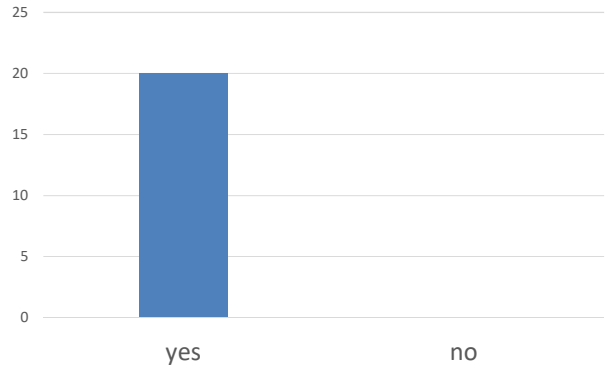
Do you expect sales of alternative wines to grow in the coming years?



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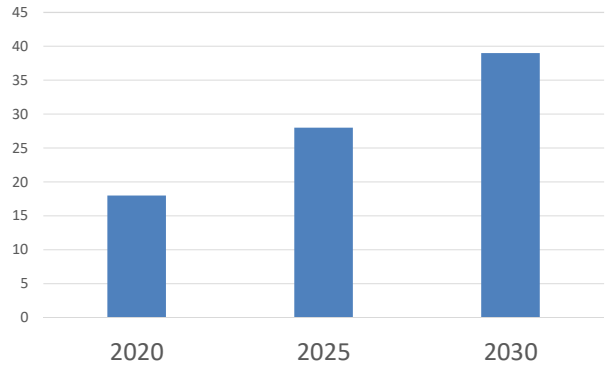
Which level of growth do you anticipate for:



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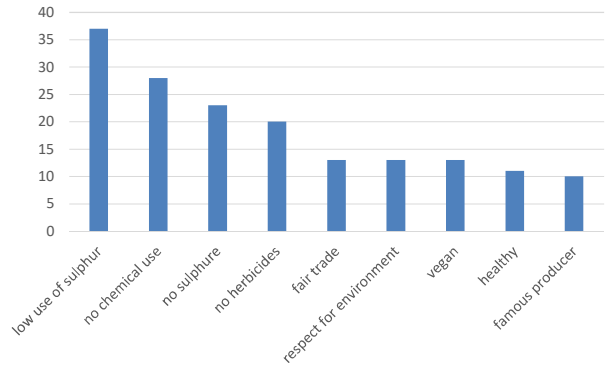
Which are the major concerns voiced by costumers when they ask for alternative wines?



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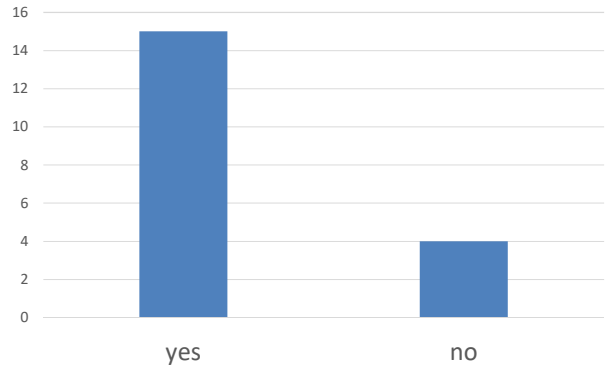
Do you connect the wish to purchase alternative wines with customers of a certain age?



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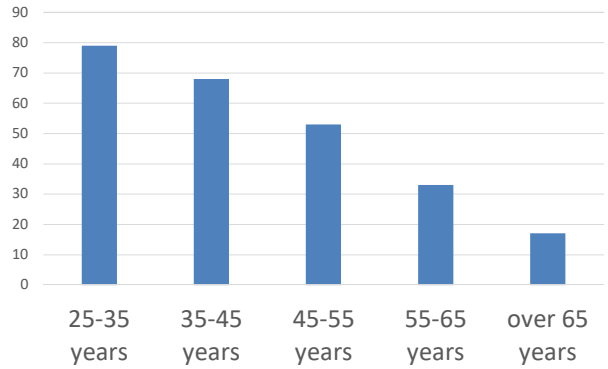
If yes, can you rank the respective age of customers for alternative wines?



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