

WINE TOURISM
—MAG—



WINE TOURISM MAG

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008

EDITORIAL

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EDITOR'S NOTE

WHAT'S THE "FIZZ" ABOUT CHAMPAGNE

I do always get stirred up when hearing people talk about alternatives to Champagne. I know the point is to find affordable options for sparkling. After all, with all the unprecedented news in the world right now, it might be financially difficult for many, but truth is, it's really hard, almost unimaginable to replace great vintage Champagne with a Prosecco. Let me be clear here, of course, you can find amazing producers in other regions – like in Penedès for example – that are producing excellent sparkling wines, but it's still not the same thing as Champagne. It's like comparing a Bourgogne with a Bordeaux, not the same. It's the soil, it's the climate, it's the knowledge and everything that makes a wine unique that allows me to thoroughly enjoy a Pol Roger Cuvée Sir Winston Churchill any time of the day. It's an expanse that's just so worth it. Many houses produce great vintage that you can buy without thinking. It is important not to forget, and this is more accurate than it's ever been: you only have one life to live. The main reasons for the hyped prices are the notoriety, the contractions, and the price of land. On the other hand, at the qualitative level, there are several reasons as well. Aging in the bottle is a long and complex process that precisely increases the complexity of the wine. I just wanted to remind you and celebrate once more how special Champagne truly is. It has the power to start a celebration and bring joy and hopes up. I especially want to raise my glass to all those people who are currently depressed and who would surely need a good bottle ... You're stronger than you think, you can shine through!

Good luck and drink less but drink better.

MICHAEL MCDUFF



FEATURED BEST WINE TOURISM REGION

CALABRIA



HIGHLIGHT ON CALABRIA

Calabria, located in the South, at the toe of Italy, is one of the smallest wine-producing regions of the country, but it's rich with unique style and local grape varieties to discover. This peninsula between the Ionian Sea and the Tyrrhenian Sea with also has the Apennines Mountains on its Northern Border. The region has enormous potential and a beautiful picturesque landscape.

The Greeks first began vine cultivation there and for many centuries, viticulture was an important cultural and economic aspect for the region. Calabria has a long and proud history of winemaking. Legend has it that the vineyards which covered the coastal hills of the region inspired the ancient Greeks to mint their coins with the title 'Oenotria', the land of wine. It's also said that Calabrian athletes at the ancient Olympic games toasted their triumphs with Krimisa. This wine is thought to be identical to that found today, making it one of the oldest known wines in Europe. After phylloxera, the region has never quite recovered from the loss of its vineyards and struggled to compete with the international development of wine culture. Nonetheless, Wines from Calabria has managed to preserve their rustic and rural character as well as its Southern rich style

CALABRIA IN NUMBERS



CALABRIA PRODUCED
337,000 HL (3.7 MILLION
CASES) OF WINE IN 2019



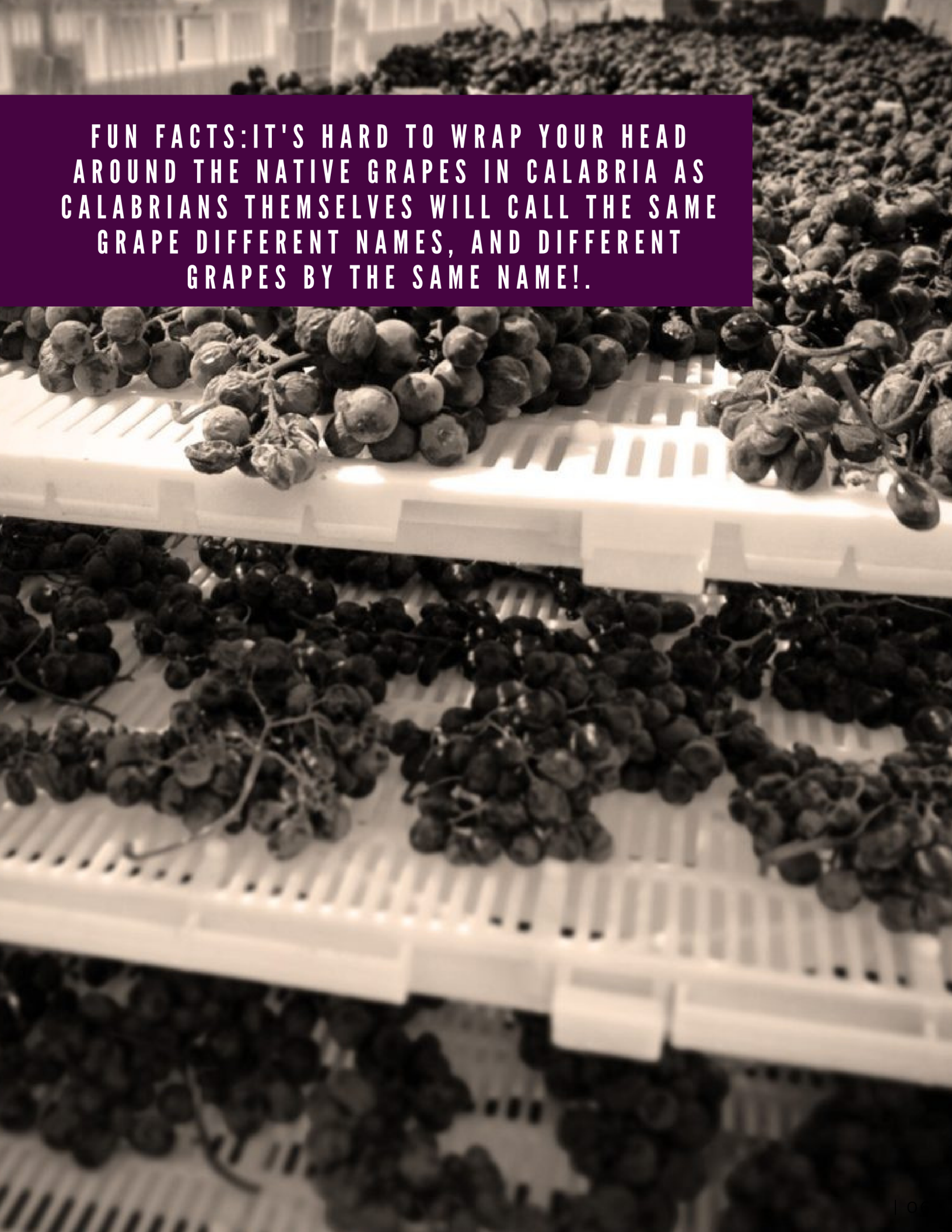
9 DOC



11,500 HECTARES OF
VINEYARDS



20% WHITE
80% RED



**FUN FACTS: IT'S HARD TO WRAP YOUR HEAD
AROUND THE NATIVE GRAPES IN CALABRIA AS
CALABRIANS THEMSELVES WILL CALL THE SAME
GRAPE DIFFERENT NAMES, AND DIFFERENT
GRAPES BY THE SAME NAME!.**



NATIVE GRAPES

There are hundreds of grape varieties native to Calabria that are preserved and prized. They are part of the unique heritage in Calabria and provide a great sense of place and authenticity to the wines of the region.

GAGLIOPPO: Gaglioppo is Sangiovese's rad child and Sicily's Nerello Mascalese 's cousin. It achieves world-class results in Cirò. It produces wines typified by a range of crushed berry flavors, often accented by cherry and spicy secondary notes.

CASTIGLIONE: The Castiglione grape is an exclusive variety of Calabria region, found notably in Terre di Cosenza. Castiglione grapes give a ruby red wine, more or less strong, of vinous aroma and slightly tannic structure.

GRECO NERO: Often used in blends, Greco Nero is part of a large family of grape varieties so-called "Greeks", whose origin and dissemination, although uncertain, is common as they all seem to have derived from grapes imported from the Greek settlers. It can also be known as Grecu Niuru or e Maglioccone (in the area of Bivongi).

MAGLIOCCO: Magliocco is the king of Cosenza. The characteristics of Magliocco Canino are quite distinctive. The taste of this red wine bears an amazing taste of spices and pepper. Along with the intense spicy flavor, this red grape wine also has red – fruity flavor.

ADDORACA: This extremely rare variety is found in the province of Cosenza where it is used in the production of the dessert wine Moscato di Saracena.

GRECO BIANCO: Greco Bianco can make excellent wines from dry through to fully sweet.

PECORELLO: Pecorello is a minor grape of the Calabria region, present mainly in the province of Cosenza. It gives a pale yellow wine with an intense aroma and a delicate but refreshing palate.

MANTONICO: Mantonico is an impressive white grape variety that was historically used for passito, but has achieved compelling results as a dry wine.

CALABRIA APPELLATIONS

CIRÒ

Best known appellation in Calabria, CIRÒ is also known for its rich red wines predominantly from the local Gaglioppo grape variety. It's considered one of the oldest named wines in the world

MELISSA

A neighbor to the better-known Cirò, MELISSA shares the same potential and similar attributes. Melissa Rosso must be based on a 75-95 percent component of Gaglioppo. The balance must be one or more of the dark-skinned Greco Nero and/or one or more of the white grapes Greco Bianco, Malvasia Bianca and Trebbiano Toscana.

LAMEZIA

In LAMEZIA, you'll find mostly blends between Sicilian red varieties Nerello Mascalese and Nerello Capuccio, accompanied by local reds such as Gaglioppo, Greco Nero, Nocera and Calabrese.

SAVUTO

Named after the Savuto River, the local name for Gaglioppo here is Arvino and can make up to 45% of its red blends.

BIVOGNI

Introduced in June 1996, it's the youngest of the region's DOCs. This is an area defined by coastal hills. Bivongi wines remain relatively unknown in the wine world outside Italy. Most of Bivongi wines are red although white and rosé are also allowed.

CALABRIA APPELLATIONS

GRECO DI BIANCO

Unique and interesting, while most of Calabrian wines are red, GRECO DI BIANCO produces exclusively a deep old gold-colored dessert wine, made using the passito method on Greco Bianco grapes.

SANT ANNA ISOLA CAPO RIZZUTO

Following the coastline, only red and rosés are allowed in this appellation. The red blends here are made up of 40 to 60% Gaglioppo and may be blended with six other varieties including two white (Nocera, Nerello Mascalese, Nerello Cappuccio and Malvasia Nera, Greco Nero and Malvasia Bianca) similarly to Côte-Rotie Custom.

SCAVIGNA

Seldom used, Scavigna is a very small DOC, with strict restriction and many producers prefer using IGT status for flexibility.

TERRE DI CONSENZA

Terre di Cosenza is a relatively new addition to the DOCs of Calabria, introduced in 2011. It concentrates on the local dark-skinned grape Magliocco (also known as Arvino and Mantónico Nero)

IGTs

Argillà, Calabria, Costa Viola, Lipuda, Locride, Palizzi, Pellaro, Scilla, Val di Neto, Valdamato



A photograph of a wine cellar. The room is filled with tall wooden shelves on both sides, each divided into small compartments holding numerous wine bottles. The ceiling is made of light-colored wood planks. A chandelier with several lit candles hangs from the ceiling. The floor is made of large, irregular stone tiles. A wooden chair is visible in the foreground on the right side.

DOMAINE JEAN GRIVOT

- AND THE EXCITEMENT OF GETTING YOUR HANDS ON SOME RARE FLASKS-

By Joanie Metivier

Domaine Jean Grivot is among the great names in Burgundian wine. Six generations of Grivots succeeded each with each of them a new approach to wine and new acquisition. Today, the vineyard's current size consists of 15.5 hectares and includes holdings in three grand crus: Clos de Vougeot, Echézeaux, and Richebourg.

Mathilde Grivot has taken the lead in 2017 and with it, we can expect a slight change in style towards freshness and delicate elegance. Of course, great history stands behind the estate but this alone, would not be enough to gain the high reputation it's now entitled to. Both the quality of the wines and the transparency of the respective terroirs, the sense of identity each cuvée provides, and the deep respect for the Burgundian treasure is more to blame for this exceptional reconnaissance.

A PIECE OF HISTORY

A vineyard of that scope in Burgundy is not built in a day. Domaine Jean Grivot's history tracks back to the French Revolution. For example, one of their most prized and precious parcel is in Clos de Vougeot. It was bought between the two world wars because it was much closer to the cellar in Vosne-Romanée and easier to handle than other vineyards in Hautes-Côtes de Beaune. Today, the value of this vineyard is extravagantly pricey.

EVOLVING WITH EVERY CHANCE

Truly, if you tasted a very old vintage of any cuvée of Domaine Jean Grivot, you probably wouldn't recognize any of it. Not the style, not the taste. This is because the Grivot family believes in generational change and development. While their history is celebrated,

and cherished, the passage of time has also served the estate to grow and keep looking for the best quality possible. While the norm in the 1960s and 1970s was to over-fertilize the soil, which prevents from creating Terroir-focused wines, now it's all about gaining freshness and respecting the very nature of each vineyard. For this family, viticulture is a continuous evolution process.



DETAILED HANDLING

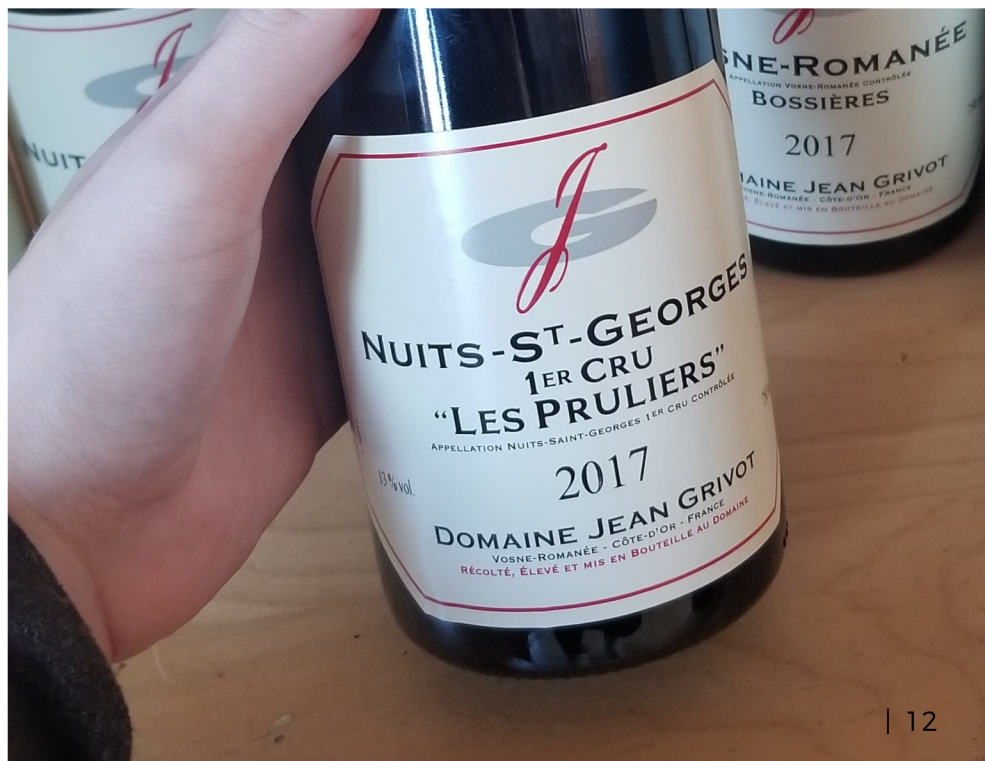


Domaine Jean Grivot was one of the first domains in Burgundy to bottle and sell its own wines, and today are one of the select estates to set the bar for the quality of the entire region. One of the most important aspects is attention to detail. Passionate, meticulous, and devoted, the family has always made sure to be painstakingly diligent in their approach to wine.

Some of these methods are directly in the vineyard: Vines have been densely planted to increase competition which results in less fruit and deeper roots. He thins the canopy very specifically depending on the aspect of the slopes but avoiding the southern side, and green harvests to increase fruit quality at picking.

Precise instructions are given to the grape-pickers and a very strict selection is made. The harvest is done by hand and the bunches are generally 95% destemmed and natural yeasts are responsible for the fermentation process. All the wines go into barrels from several different sources to avoid the predominance of flavour from any single source.

It's all this patience and precision that made over the last decade, Domaine Grivot considered one of the top and most consistent names in Vosne-Romanée.



THE CHAMPAGNE ONLINE COURSE

An innovative and interactive education tool



Becoming a Champagne expert is now possible for you!

Do you get excited every time you hear the name Champagne? Chances are if you're reading this, you may already have some knowledge and love for the uniqueness and beauty of the sparkling wine only from Champagne, France. What if I told you that you can further your learning and get the latest, most inclusive, and complete course available right now? Enlightened wine lovers have an advantage as the complexity and true personality of Champagne wines and regions are enhanced by greater understanding.

ARTICLE BY JOANIE METIVIER

The Champagne Massive Open Online Course (MOOC) was introduced by the Comité de Champagne, the official representative for all the 360 houses and 16,100 growers in the region, this year as an interactive and fun approach that is accessible to all. The aim is to offer a true experience and enable learners to achieve in-depth knowledge and become a Champagne expert all from the comfort of their home.

Guided by Master of Wine Jérémy Cukierman, learners will be able to build their knowledge by following a fun course comprising four modules, making for a total of more than 40 short videos. Topics range from a complete understanding of the vines cycle and different varietal specificity, to vinification processes and ageing, understanding of the role of vins clairs, terroir and recent sustainable approaches as well as the rich history of the region.

I've had the chance to complete the course myself and was extremely impressed by the depth and variety of information and knowledge presented. It's an incredible educational tool for any professional or wine lover, whether you're a wine merchant, sommelier, student or any kind of enthusiast! It's a great opportunity to improve your skills to put together a good selection in your wine cellar, to advise clients about food-wine pairings, to broaden your knowledge and have a comprehensive overview of the Champagne market as well as get all the fundamentals to taste and discover Champagne with a new, expertly instructed approach.

FUN FACT:

THE HILLSIDES, HOUSES & CELLARS OF CHAMPAGNE (COTEAUX, MAISONS ET CAVES DE CHAMPAGNE) ARE RECOGNIZED AS A UNESCO WORLD HERITAGE SITE SINCE 2015. THE CHALK CELLARS ARE SO EXPANSIVE THAT WHEN A SURVEY WAS COMMISSIONED TO PREPARE FOR THE UNESCO APPLICATION, THE TASK COULD NOT BE COMPLETED DUE TO THE EXTENSIVE DISTANCE REQUIRED TO MAP THE LIMESTONE TUNNELS.



The four Champagne MOOC modules

DISCOVER THE SHEER DIVERSITY OF CHAMPAGNE WINES, AND THE SECRETS TO SERVING AND TASTING THEM.

DIVERSITY & TASTING



EXPLORE THE VINES AND CELLARS AND LEARN ABOUT THE DIFFERENT STAGES OF THE CHAMPAGNE WINE-MAKING PROCESS.

THE CHAMPAGNE-MAKING PROCESS



GAIN AN UNDERSTANDING OF WHY THE CHAMPAGNE WINE-GROWING REGION IS THE ONLY ONE OF ITS KIND IN THE WORLD, AND LEARN ABOUT ITS CHARACTERISTICS.

CHAMPAGNE TERROIR





HISTORY & ECONOMY OF CHAMPAGNE

GAIN A GRASP OF THE
MYSTERIES OF
CHAMPAGNE, FROM
ITS ORIGINS TO
CURRENT TRENDS.

Let's play a little game, shall we? Can you answer these questions? These are just a few examples of what you can learn in the Champagne MOOC.



Approximately how many bubbles can be formed in a single glass of Champagne?



What is the Réseau MATU and what are its objectives?



Which Champagne sub-region stands on a plateau area 300m above sea level?



What innovative breakthrough happened in 1837?



What nickname did the French poet Henri d'Andeli gave to Champagne in the 13th century?



What was the AOC concept introduced in 1935?



On which varietal is the Vallée de la Marne pruning method allowed?

Register today on www.champagne-mooc.com to learn the answers.

TENUTA ARGENTIERA

By Joanie Metivier



PRECIOUS SILVER OF BOLGHERI

What defines Bolgheri, this tiny piece of Maremma? Is it the exceptional sense of place and terroir, their unusual use of international grape that kind of defies what makes Italian wine so wonderful, or just the general attention and special care from this very unique place? It might be all of these reasons and more. At their heart, Bolgheri wines are really French in their composition, relying heavily on the Bordeaux trio of Cabernet Sauvignon, Merlot, and Cabernet Franc, among other grapes. With a lack of tradition and a young history overall, before Mario Incisa Della Rochetta planted cabernet sauvignon in 1948 which was to become Sassicaia, most of the land was used for cattle and also rosé wines.

Tenuta Argentiera is even younger than Bolgheri's story itself. The estate was founded in 1999 by the Fratini family and their first-ever vintage was 2004. Argentiera, often confused for Argentine, refers to a silver mine nearby. It's the 5th largest estate of Bolgheri with 76 ha under vines in total. Situated on the Maremma coastline, the estate was previously part of the old Donoratico estate and then the Antinori family until 1999.

BOLGHERI SUPERIORE

Bolgheri superiore which is their Flagship wine. Argentiera is obviously a bold and complex wine that is very sensitive to vintages. 2015 is young on tart red and black fruits but shows a great balance in acidity and minerality. 2014 was a bad vintage as it was very cold this year. 2013 was disastrous, hit by a huge hail storm, a good amount of the harvest was lost. 2012 is quite closed at first. It has steely, aniseed and bark aromas. It's coarse but not harsh. It is said to be very traditional of the Bolgheri style. 2011 is the complete opposite of 2012, explosive and aromatic. Ripe and fresh at the same time with lovely balsamic and eucalyptus aromas. Those characteristic are also found in the 2010 yet with a denser structure and mouthfeel.

CUVÉE GIORGIO BARHOLOMAUS

Giorgio was the first nephew of the founder. This Special Cuvee is 100% Merlot which wasn't allowed before 2012 in the DOC Bolgheri. It was labeled as IGT before. The other special Cuvee include Ophelia a 100% Cabernet Sauvignon and Lavinia a 100% Cabernet Franc also named after the founder's nieces. Those single varieties are not exactly the style of the house that specialized in blends. Although, they are very interesting to understand what every variety brings to the table.



VILLA DONORATICO

Villa Donoratico is obviously a beauty, but also a wine filled with density, complexity, and concentration. Very pretty and demonstrating true character and Bolgherian identity. It's packed with surprising power. 2015 has better-integrated tannins than 2016 which is harsher. Both are still not ready to drink but shows great potential. They're fresh, balanced with an herbaceousness, tartness, and sweet spiciness.



SÉLECTION MONDIALES DES VINS CANADA

INTERVIEW WITH RÉAL WOLFE, PRESIDENT.

BY CLAUDE LALONDE



RÉAL WOLFE
- PRESIDENT OF THE SÉLECTION MONDIALES DES VINS CANADA

We have all bought a bottle of wine with a label or medallion on it claiming that the wine has won a medal in a particular competition. And competitions, believe me, there are many, many on a local, regional, national and global basis.

But did you know that the most important wine competition in Canada and one of the most important in the world is the Sélections Mondiales des Vins Canada competition which was created 27 years ago now? In fact, it was one of the contests that started what now became a most important niche in the wine world, wine competitions.

It was Réal Wolfe who at the end of the 1980s, then employed at the SAQ, suggested that the latter set up a wine competition of international caliber. And for ten years he made it a global success. Then his career evolved in the wine world as much at the SAQ as in various wine import agencies and companies in the wine world. Then last year he came full circle with the acquisition of the competition he started 27 years ago with the aim of revitalizing the brand and ensuring its sustainability.

To this challenge has been added another totally unexpected one - the Covid. It took his energy, skills, contacts and relationships forged over time to finally get the better of the Covid and set up this competition more than safely in October of last year. And despite everything, the competition was a great success with 38% more wines represented than last year's edition (2,160 wines from 33 countries).

But how did he go about re-launching this competition under such circumstances when so many events were called off during these difficult times. And how was he able to surpass his goals, which even without Covid were quite ambitious?

To find out, I did this interview with Réal Wolfe during the last competition in Quebec. In fact, you should know that Réal asked me to be one of the 60 judges for the competition and I took the opportunity to talk to him. Here is this very interesting review.



TELL ME ABOUT THE COMPETITION AND THE CHALLENGES YOU HAD TO FACE TO SET IT UP IN THE MIDST OF COVID?

The Sélections Mondiales des Vins Canada competition has been in existence for 27 years. It originated in one of the Montreal wine fairs within an internal competition for producers and personally I started to take care of it in 1989 to become operational in 1990. At the time I was employed from the SAQ I had just completed my master's degree in international administration.

I then had a project to set up an international wine competition. I therefore presented an international development plan in which I had identified the producing countries, their relative importance in order to determine with which to focus to develop such a competition.

At the time at the SAQ, all the producers wanted to be on the shelves and from this strategic plan we started the development of this competition in 1990. We were among the very first competitions in the world and one of the most important especially in North America.

Our leadership led us to quickly meet other groups who wanted to do the same. So, among other things, I helped to set up the Concours Mondial de Bruxelles, which did not exist at the time and which joined that of Vinitaly.

Quickly things developed and thanks to a kind of collegiality that exists between the competitions, this led me in 1994 to create the World Federation of Great Wine Competitions in Lubiana, Slovenia. At that time there were 8 competitions including the Vinandino one which no longer exists, the Urgurp concours in Turkey which has ceased its operations, Vinitaly, the Mondial in Brussels, Bacchus in Spain, Sélections Mondiales, and the one in Paris. So I was responsible for the World Selections competition from 1990 to 1998.

It was the SAQ's vehicle for business development. It was before the guides appeared, before Parker, before the Wine Spectator. We did a lot of new things like in 1994 when we were the first competition in the world with the results on the internet. Jean-François Demers had listed all the internet addresses in the world of wine and the results were sent to around 150 people. I was 30 at the time and it was phenomenal.

For 10 years, I traveled the world, I went to all the competitions and I developed a lot of relationships with the organizers, discovered a lot of vineyards, and worked to make this competition an important element of the strategies of the SAQ.

In 1998 with the arrival of Mr. Frigon (president of the SAQ) I moved to Marketing at the SAQ. I was Secretary-General of the Concours Sélections Mondiales and of the World Federation of Wine Competitions. So I became Marketing Director at the SAQ and had to leave the Competition. Subsequently, my career moved to representative agencies and I became Managing Director of an agency and then moved to Univins.

During this time the World Selections competition has developed like this along with all the other competitions. Now, nowadays there is a multiplicity of these competitions. For example in Germany in March there are 3 important competitions including the Mundus Vini, the Berliner, the Frankfurt Wine Contest. So there are everywhere. From February 15th to April 15th of each year there are plenty of these contests.

I have always remained very close to the Concours Sélections Mondiales because it is like my baby since I worked a lot there. I was still on the organizing committee and when Maître Laflamme (Ghislain K. Laflamme - President of VINO FED and Sélections Mondiales des Vins Canada) passed away (2017) things changed. The company was looking for a new direction and the opportunity presented itself to inject a new direction and a new dimension into the competition. I therefore decided to acquire the competition in November 2019.

My objective was to resume the competition for a question of sustainability, because it is an important competition for the industry in North America and at the global level, and it is Montreal which with this competition becomes the hub of wine in the world. In my opinion, in recent years, the competition had taken on a more local dimension and had less international coverage. He had also distanced himself a bit from the promotional agents and the SAQ.

So my goal was, among other things, to revitalize the competition. I then joined forces with a Spanish partner who is in the wine sector, the OenoPassion house, and who is setting up a series of exhibitions around the world. It is an important strategic partner for the development of competition on the world stage.

It was not necessarily the best time to buy the competition and restart it in the midst of Covid, but we got there with very convincing results! And we are very proud of it! We had 2,160 registrations from 33 countries which is the all-time record. An increase of 38% from last year! In a Covid situation, it must be done! It's quite exceptional!

It didn't just happen. We launched the competition on January 15, 2019 and already on March 5 we had 300 to 400 products already registered for a competition which at that time was due to end at the end of May. And then obviously thereafter, with the Covid, nothing was happening, especially at the European level. In Italy it was like war with general confinement. So we put ourselves in silent mode after communicating that we were postponing the date of the contest in June to quickly change our mind and postpone it in October.

From July we worked a lot to confirm to people that we were still there and that we felt that everything would be fine. With all the producers who were already registered we certainly didn't want to stop everything. They had made the effort to register and so out of respect for them we had to move forward. So we were hopeful by thinking that we would probably be the last competition of the year, which gave us a real advantage in visibility. And that's a message that got through because everything started up strong again and we got off to a flying start. Towards the end of August, the beginning of September we were receiving 300 to 400 registrations each week.

We have worked a lot with industry partners including A3Québec (the association of agencies in Quebec) and their membership who have worked with us. We took the opportunity to sign agreements with various countries including Mexico which has approved 90 products for us, with Armenia with 56 products, Moldova with 73 products, Romania with around 60 and we have relaunched Argentina and Chile. to finally arrive at a total of 2,160 wines. The most important country in terms of representation being Italy (1st) with 384 wines, followed by France (2nd), Portugal (3rd) and Spain (4th).

I have always kept the focus and the vision in these difficult times and the relationships I have forged over the years have helped me a lot. These results allow us to say that the competition has rebounded and that clearly a new, more dynamic administration is bringing significant growth to the competition.

WHAT ARE THE MAJOR BENEFITS FOR ASSOCIATIONS AND PRODUCERS TO PARTICIPATE IN?

What I kept explaining to producers and brand managers responsible for brands within agencies: why do we participate in a competition? There are three reasons for such a decision:

1) When we have a product portfolio for a brand manager, if a product is successful in such a competition, the impacts can be reflected on all the products of the producer and the company. entire range and its variation.

2) Products which do not benefit from current distribution can, with a good result, make a serious contribution to development strategies not only for this product but also for the other products in the range.3) And the third reason relates to special projects: if a particular cuvée is not known, a test at the level of the assemblies can for example help to seek recognition which can help at the level of the development of the product and the range.

These elements can help with the strategic planning of a brand. After that, it all depends on how they will use and integrate these results into their own communication strategy. How they will use the results for their image, for their relations with buyers, their distribution networks etc.

This year we have reviewed the jury's prize awarded by country. In the structure we have we find Grand Gold medals, Gold medals, and Silver medals and I also wanted to work on the notion of the best wine on a national basis, something that we had already done from 90 to 98. So a wine could for example obtain a Grand Gold medal and also the best Italian wine of the competition. In taking this approach, I am addressing the producers, but I am also addressing the region and the associations that promote the offer of Italian wines or from other countries. It is an approach that results in a communication strategy in each country represented. This communication will include the jury's prize, a capsule on the market in this country, and the list of Grand Gold, Gold, and Silver medals. This last communication will be sent to all the interprofessions of the world.

The objective is to adorn the Sélections Mondiales medal, to restore visibility to producers and for them, together with their inter-profession, to capitalize on this recognition in their own communication strategies.

WITH THIS PROLIFERATION OF CONTESTS, HOW CAN CONSUMERS IDENTIFY WITH THEM WHEN WE KNOW THAT IN CONTESTS THERE ARE SOME GOOD AND SOME NOT SO GOOD? HOW DOES THE CONCOURS SÉLECTIONS MONDIALES MANAGE TO DISTINGUISH ITSELF IN A WAY THAT IS CREDIBLE TO THE CONSUMER?

The notoriety of Sélections Mondiales is 27 years old. It is a strong brand that is known worldwide. By taking over the Sélections Mondiales brand, what I wanted was to strengthen it by repositioning it.

At the consumer level, it is to ensure that the medals are found on the bottles, which brings a lot of valuation. One of the things that I have put in place that I consider innovative is to combine the value of medals and the value of marks. You should know that in the market, there are two types of ratings that are strong today: ratings out of 100 and medals.

The Gold medals 20 years ago were the pinnacle. You didn't need a score; it was the Gold medal period. Today it is not because a score of 90 is seen to be worth more than a Gold medal. So what I'm offering producers this year is the choice between a Gold medal (for more traditional markets) or a score with the Gold medal to compete against the guides. This will then allow consumers to be able to compare between the various products. This is also why we determined that a minimum score of 89 is the gold medal. The consumer needed to be able to navigate and establish the value of these medals in the world of notes. It is easier for the consumer to recognize a medal and a score of 89 points and this is the basis for the distribution of medals. Grand Gold medals start at 92 points which is very well recognized in the market.



TELL ME ABOUT THE CHALLENGES OF ORGANIZING SUCH AN EVENT IN THE MIDST OF COVID?

sélections
mondiales
des vins
canada

Liste des Top 50 meilleures notes au concours SMVC 2020

	Nom du producteur	Nom du vin	Classification	Cépages	
1	Tenuta San Vito in Fior di Selva soc. agric. sempl.	Dario	Chianti Colli Fiorentini DOCG	Sangiovese 90%, Canaiolo 10%	21
2	Novaripa s.c.a	Rocky Marciano	Montepulciano d'Abruzzo DOC	Montepulciano	21
3	Cusumano SRL	Benusara Syrah Nero d'Avola Cusumano	Terre Siciliane DOC	Nero d'Avola 70 %, Syrah 30 %	21
4	Vignoble Isle de Bacchus	Jardin de Givre	Vin du Québec IGP	Vidal, Geisenheim	21
5	Imperial Vin Group SRL	Imperial Vin Cabernet Reserve	Val di Trian IGP	Cabernet sauvignon	21
6	Corte Aleardi	Bure Alto	Amarone della Valpolicella Classico Riserva DOCG	Cabernet sauvignon, Corvina, Corvinone, Rondinella	21
7	Vignoble de l'Orpailleur	l'Orpailleur Vin de Glace	Vin du Québec IGP	Vidal	21
8	Azienda Agricola Tenuta Il Falchetto del FLS Forno S.S.A	Solo Pinot nero	Piemonte DOC	Pinot noir	21
9	Vinedos Puertas LTDA.	Tornado Reserva Carmenere Cabernet sauvignon	Valle del Curico	Carmenere, Cabernet sauvignon	21
10	Quinta de Ventozello	Q. Ventozello Tinto	Douro DOC	Touriga nacional, Tinta roriz, Tinta barroca	21
11	SCV Château du Tanquet	Domaine La Hitaire Jardin d'Évier	Côtes de Gascogne IGP	Gros manseng, Petit manseng	21
12	The Foreign Affair Winery	Dream	Niagara Peninsula VQA	Merlot, Cabernet sauvignon, Cabernet franc, Petit verdot	21
13	Bodegas Navarro López, S.L.	Don Aurelio Reserva	Valdepeñas DOP	Tempranillo	21
14	Vignerons Associés des Monts de Bourgogne	Tenues Secrètes La Roche Vireuse Blanc	Mâcon AOP	Chardonnay	21
15	Enrico Serafino	Nebbiolo Tavasacco	Nebbiolo d'Alba DOC	Nebbiolo	21
16	Pink & Kotzian Weinbau OG	O.T. Reserve	Niederrhein	Pinot blanc, Chardonnay	21
17	Badel Clement	Les Jambelles, Sélection Spéciale, Chardonnay-Vignier	Pays d'Oc IGP	Chardonnay - Vignier	21
18	Château Kékaya	Les Colasse	Vallée de la Bekaa	Cabernet sauvignon, Cabernet franc, Syrah, Tempranillo, Cinsaut, Merlot	21
19	Grandes Vinos y Vinedos S.A.	Monasterio de las Viñas Gran Reserva	Carriena DOP	Garnacha, Tempranillo, Carriena and Cabernet sauvignon	21
20	Wine Celler Villa Meink	Aplauz Cabernet Sauvignon Reserve	Thracian Valley IGP	Cabernet sauvignon	21
21	Barna Winery	Tokaji 6 puttonyos Aszu	Tokaj	Furmint	21
22	Fautor Winery	Aurora Syrah - Cabernet Sauvignon	Val di Trian IGP	Syrah, Cabernet sauvignon	21

I often wondered if I would get there because at the start you put money into it, so did the partners and you only get paid at the end of the event which adds a lot of pressure. This is a risk you take as an entrepreneur. Throughout the process, I remained focused on the producers. We had to do the event because the producers were committed to it.

So I went underground and being known in the industry and at the SAQ helped me a lot to get everyone's support. What was more than determining was the support of the SAQ. I went back to them to explain the situation to them and present them with a "win-win" formula that I thought was acceptable to them. I worked at the SAQ for 20 years and let's say that this relationship has helped me a lot.

What I gave them was the top 50 best products list (top 50 contest scores). From this list I asked the SAQ to choose 25 products, put them in the web catalog for free, taste them and then decide if they wanted to buy them or not. For the industry it was a reconnection with the monopoly.

Following our discussions, we will therefore provide them with this list of the best 50 wines from the competition as well as a recommendation of the 25 wines to put in the web catalog because the SAQ has asked us to identify these wines ourselves. We will therefore choose from the wines that are the most likely to be purchased, with different prices, from different areas, in order to have a good mix of products. It will be up to the SAQ to determine if they want to buy them.

The industry really liked this approach and it restarted the project as a whole because we could see that the link with the SAQ had been revived and that the process was serious.

ONCE THE DUST SETTLES, WHAT DO YOU THINK WILL BE THE MEASURE OF SUCCESS?

In a competition, there are two crucial elements. The cash flow from prospecting for the event and the sale of medallions. If the competition is strong, if the brand is strong, the presence of the medallion on a bottle is credible testimony to the success of the wine within this competition.

You should know that producers who have won a medal must buy the medallions (in rolls) that they will put on their bottles. This allows producers to use the notoriety of the competition. They therefore pay a user fee.

Producers can choose from medal usage "packages". For example, an "all included package" allows use on posters, the internet, bottles, and other media. On the other hand, a producer can also only buy medallions that he will put on his bottles. The presence of these medallions on the bottles acts as a global advertising campaign as they are found all over the world.

IS IT LIKE A NEW CAREER FOR YOU?

During my career, I have been around the business a lot and today what I like is that I have a brand in my hands, I own it and I have, in my opinion, all the experience necessary to redevelop it and make it an important tool in the wine world.

THANK YOU VERY MUCH RÉAL
AND CONGRATULATIONS ON THE SUCCESS
OF THE CONTEST!





CELLARS

What's so special about them? Is it the mystery of what it's hiding, the romance of sleeping bottles, or the spectacle of a specially curated selection? After all, there's no other humid and cold room that succeeds in being so appealing, it's certainly not comfort. Yet, there's something enticing about cellars, something that drags you in with a mind filled with curiosity, just ready to be delighted.





Santorini, one of the most visually spectacular places in the world, with not only hundreds of restaurants, bars, and cafes to drink wine in, but even little old men on the street selling their home-made wine in plastic water bottles. Not surprising on an island that has been making wine for over 3000 years. There are about forty native varieties of grapes in Santorini and it is one of the few self-rooted vineyards in the world. In many ways, Santorini stands out from the rest of Greece, not only in terms of terroir identity but also in their vineyards. The vines lay low to the ground in round baskets made from the vines themselves and this protects them from the high winds. This training method is called kouloura. The origin of this way of training vines is lost down in the passage of time and has been perfected to such an extent that, apart from being the most suitable way of training them, it also gives vines the appearance of natural works of art.

Already world-famous for its breathtaking caldera views and sunsets, its architecture, local products and cuisine, amazing hotels, and still-beating volcanic heart, Santorini has also built a strong brand name in the international wine market. Its aged vines, some as old as 400, unharmed by phylloxera louse which couldn't survive in the volcanic soil, produce four classic varieties: the white Assyrtiko, Athiri and Aidani, and the red Mandilaria.

Assyrtiko is the most popular variety, rich in minerals, and very tasty and used in most of the white wines. This is what makes Santorini the land of vibrant white wines. Refreshing, crisp, and aromatic, Santorini's dry whites are arguably the island's most promising modern-day wine style. In fact, about 90% of all production is white and they're obviously the most recognized.

The most complex of Santorini's dry white styles is the Nykteri, made from overripe grapes given skin contact during the early stages of fermentation, and then barrel-aged for between three and ten months. They are named for the Greek term for 'working all night', as grapes were traditionally harvested at night to avoid the complications that arose from the day's heat. Nykteri wines are noticeably richer than standard Santorini white wines and offer a certain whiff of exotic fruit and honeysuckle.



SANTORINI

WHITE ALL OVER

BY JOANIE METIVIER

ASSYRTIKO



Vineyards and wine form an important, traditional part of culture on the island (whose official name is actually Thira), but is increasingly threatened by the island's ever-expanding tourism industry. The profitability of Santorini hotels, restaurants and night clubs has forced land prices up significantly in recent decades, making winegrowing a less-attractive commercial prospect.

Santorini is the supermodel of the Greek islands, a head-turner whose face is instantly recognisable around the world: multicoloured cliffs soar out of a sea-drowned caldera, topped by drifts of whitewashed buildings. With its reputation for dazzling panoramas, romantic sunsets and volcanic-sand beaches, it's hardly surprising the island features on so many travellers' bucket lists.

Tourism as well as wine tourism is an amazing way to discover the world and all of its unique characteristics, but it comes with responsibilities. Santorini is just one example of a place that is so dreamy, that it became a nightmare, for locals and tourists alike. Crowded beaches and streets are hardcore and there are underlying issues. You can find a lot of strays animals in the streets, dependant on those tourists for food.

A delicate and unique climate and conditions may be perfect for wine production and to have a strong identity and authenticity. It also means that this microclimate and terroir is fragile and must be protected at all cost.

If you ever find yourself in Santorini, please be respectful, but also, please indulge in the delicious white wines as there's really nothing quite like it.