

The Happiest Hour

Expert guidance for a wine tasting—
no experience necessary.

CORA T-Quad
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WSET Diploma, awarded with Merit
Certified Sommelier
Certified Specialist of Wine



Running a Wine Tasting

You need:

- Wine
- Expert
- Theme
- Location – virtual or online



Tigers Love Wine

- Great way to attract people to club events
- Wine tasting popularity – very broad appeal
- All ages: Eight decades of Princetonians plus APGA
- Coast-to-coast interest



Selecting a Theme

- Regions: California, Loire
- Countries: Italy – fantastic quality and diversity, good pricing
- Specialty: Wines of the White House, Best Wines From the Best Somms
 - <https://www.princetonclubhhi.org/programs>
 - <https://www.findyourwinestyles.com/convivio>



Aldo Sohm, Manhattan



67 Pall Mall, London

The Best Wines from the Best Somms:

An International Wine Bar Experience on Hilton Head Island

Find out what the World's Best Sommelier Aldo Sohm, and Ronan Sayburn, MS, Head of the Court of Master Sommeliers and his Best of London Somm team serve their guests at the two finest wine bars in the world:

Aldo Sohm Wine Bar, Manhattan and 67 Pall Mall, London

Hosted by Lisa and Don Drakeman

Tuesday • November 12, 2019 • 6:00PM

The Sage Room

PASSED HORS D'OEUVRES

Sausage in Puff Pastry

Apple and Fennel

Roederer Estate Brut Rose NV

Roederer, producer of superstar Cristal, brings its Champagne experience to California.

FIRST COURSE

Butternut Squash and Ginger Dumpling

Charred Sweet Corn, Red Pepper Coulis finished with Feta and Toasted Pumpkin Seeds

Peter Lauer Fass 5 Ayler Kupp Kabinett 2013

A cult Riesling from one of Germany's most respected winemakers.

Sohm & Kracher 'Alte Reben' Gruner Veltliner, 2016

Two Austrian friends collaborate to vinify Austria's signature grape.

SECOND COURSE

Roasted Duck Breast

Charred Pear and Pancetta, Smashed Hash Cake, Haricot Vert, Elderberry Glaze

Klein Constantia, Estate Red Blend 2015

South Africa's original wine estate, founded in 1685.

DESSERT

Mango Ice Cream

Apricot, Orange and Pecan Crumble

Kracher Beerenauslese Cuvee 2015

An Austrian wine redolent with flavors of candied fruits and honey.

How to Find an Expert

- ❑ You don't necessarily need to be an expert or have one in your club
 - ❑ Wine shops
 - ❑ Restaurants
 - ❑ Wine schools
 - ❑ Distributors
 - ❑ Videos



Wine Credentials

- Wine and Spirits Education Trust
- Institute of Masters of Wine
- Court of Master Sommeliers
- Society of Wine Educators



Distributors

- The three-tiered system – a hangover from Prohibition
- Intermediary between wineries and retail sales
- Reps typically hold wine credentials and know their portfolio
- Contact through a wine shop or restaurant

LUX Wines

- Outstanding Italian portfolio from Gallo luxury wine division
- Grace Harrison, Business Development Manager
- Grace.Harrison@ejgallo.com
- Will assist with expert connections and wine access throughout the US
- View the LUX portfolio at:
<https://www.mazerow.com/>



Virtual

- Club cost: \$0
- Organization and set up – minimal
 - Invitation
 - Select wine
 - Identify speaker or video – don't need local expert
- Helps determine club's wine appetite
- No fulfillment
 - All participants buy their own wine
 - Select locally available wines or online source (e.g., wine.com)



Virtual

- Consider winery virtual event or “borrow” premade theme
- Inclusive – wide geographic area, multiple regions or interest groups
- Less expensive for participants – purchase wine directly without additional mark up
- Scheduling flexibility

Virtual

Princeton Theme!

- Wear Orange and Black
- Play Old Nassau
- Can encourage interaction
 - e.g., Open session 15 minutes before the presentation and stay on afterward



In Person

- One-stop shopping:
 - Restaurant/wine shop obtains wine, provides servers, set up, food
 - On-staff expert or access to experts
- In-person camaraderie



In Person

But:

- ❑ Restaurants have overhead and need to make a profit
- ❑ More expensive for less good wine
- ❑ Only works locally, not for multi club, or geographically broad regions
- ❑ Need a reservation system and way to collect payment
- ❑ May need to guarantee minimum attendance
- ❑ Could be limited date availability



Wineries

- Not just in California!
- At least one winery in every state
- California, Washington, Oregon, Texas, and New York lead the way



Princeton Wine Tasting

- Ready-made opportunities in person or online with Princeton winemakers
- **Marimar Estate**
 - Russian River Valley, Sonoma County
 - Cristina Torres '10
 - In person and virtual events offering California hospitality with a Catalan flavor. Tastings can include tapas or charcuterie.
 - <https://www.marimarestate.com/>



Princeton Wine Tasting

- **Moon–Tsai Winery**
 - Howell Mountain, Napa Valley
 - Larry Tsai '79
 - Will conduct virtual or in-person tastings of their limited production, award-winning wines
 - <https://www.moonetsai.com/>



Princeton Wine Tasting – Moon-Tsai

- They may also be coming to you!
- Conducting wine dinners/events around the country, with itineraries for the fall including the NE, Midwest, SE, and TX
- Plans-in-progress for the Carolinas and NY/NJ in the spring (just before reunions)



Easy Wine/Food Pairings!

- No cooking:
 - Sparkling wine with potato chips, popcorn
 - Tawny Port and cheddar cheese, or chocolate!
 - Sauvignon Blanc with goat cheese
 - Rosé and charcuterie

Selecting and Obtaining Wines

- Consider budget
- For multi regional or virtual consider widely available wines
- Work with a local wine shop
- Restaurant obtains wines
- Work through wineries: they will ship to consumers where permitted
- Online – e.g. wine.com



Wine Cocktail Tasting

- No expert required
- Prosecco cocktails – stir ingredients into a pitcher of Prosecco
- Bellini
- Kir Royale
- Limoncello cocktail

Audience Participation

- Give audience something to talk about:
 - One wine vs. another
- What works best with food pairing

Taste

- The moment you have been waiting for!
 - Tawny Port 10 year – Taylor Fladgate, Warres
 - Tawny Port is aged in wood and blended from many grapes
 - 10 year reflects average age



Princeton Cocktail



- 2 oz. dry gin (e.g., Tanqueray)
- 1 oz. Tawny or Ruby Port
- 3 dashes orange bitters
- Stir (don't shake!) in a glass or shaker filled with ice, then strain into a cocktail glass. Garnish with orange peel.
- Adapted from the Savoy Cocktail Guide and the Princeton Club of New York
- Courtesy of Richard Wanerman S'02

Thank You



- CORA!
- Bliss Smith '87 & Christina Clarke '97
- Michael Breidenbach S'05
- Alumni Engagement Staff– Natalia Dempsey, Kat Kennedy

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For help or advice
ldrakeman@alumni.princeton.edu

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