



## Educational Seminar Descriptions for Saturday, May 1, 2010

### Morning Seminars

9:45-11:15 am

#### Great Tastes Made Simple-Food and Wine Pairing

Andrea Robinson, one of the country's leading wine educators, and one of only 16 women in the world who have been appointed Master Sommelier by the prestigious Court of Master Sommeliers, will take the mystery out of the fine art of pairing wine with food. Together with her husband John and co-producer of their food and wine show "Local Flavor", Andrea will increase your understanding of the diversity and flexibility of wine. As you explore different flavor profiles, you will learn what varietals will enhance your food and how to create and prepare a harmonious meal. Bring an appetite to taste and learn the basic building blocks of how to construct a meal that balances the flavors and intensities of the wine with the delicacies of the food.

**Speaker:** Andrea Robinson, Master Sommelier, author, TV personality & entrepreneur  
**Introduction:** Julie Johnson, Owner, Tres Sabores

#### International Vintners Come to the US

What differentiates French and American? What are winemaking traditions? How do cultural differences affect winemaking styles and buying the wine? What are the differences, and similarities, between the Old World wines and the New World wines? Learn from those who have mastered winemaking on different continents, how they were able to rise to success and what rich information they have gleaned along the way.

**Speakers:** Genevieve Janssens, Director of Winemaking, Robert Mondavi Winery  
Delia Viader, Owner Viader Winery  
Eva Bertran, EVP Gloria Ferrer Winery  
Marimar Torres, Owner, Marimar Estate, Torres Family Vineyards  
**Moderator:** Caterina Mirabelli, Wine Director & Sommelier District Wine Bar, SF

#### Bordeaux Varietals Component Tasting

Join Tammy K. White, Wine Educator extraordinaire, at Chateau St. Jean, as she leads you through a tasting of each component of Cinq Cépages. This iconic wine stands for Five Varieties and you will find out what each one of these Bordeaux varieties bring to the final blend. The components are barrel samples from the 2006 vintage, and a tasting of the 2006 Cinq Cépages will conclude this fun and informative exercise. You will also delight in the 1996 and 1999 vintages, both voted wines of the year.

**Speaker:** Tammy K. White, Wine Educator, Chateau St. Jean

## Unveiling Pinot Noirs Globally

Pinot Noir. Sigh . . . Known in the wine world as the fickle one, the jealous mistress, the mercurial, the Holy Grail. Pinot is temperamental in the vineyard, and unpredictable in the winery, but when the resulting wine is good, it is among the wine world's most purely hedonistic. This class will introduce Pinot Noir from the US, New Zealand and Burgundy. It should whet your appetite for further exploration of the grape and the regions where it thrives.

**Speaker:** **Debbie Zachareas**, *Managing Partner, Ferry Plaza Wine Merchant*

## Afternoon Seminars

**1:15-2:45 pm**

### Sensory Evaluation –The Sparklers

Ahhh... Champagne and sparkling wine. What a joyous wine to sip and savor with friends. But how do you know what it is about each particular wine that makes you beam with delight? Learn how to discern the hidden flavors and aromas in sparkling wines. In this session, you will explore different aromas and bouquets of sparkling wines and learn how to connect the smells and tastes with definable characteristics of the wine. You will travel through the Sparkling Wine Aroma Wheel, a tool designed by our speaker, Ann Noble PhD, with Pat Howe of Domaine Chandon to facilitate communication by providing a standard terminology for wine drinkers.

**Speaker:** **Ann Noble**, *UC Davis Professor and Sensory Scientist/Flavor Chemist, Emerita*

**Introduction:** **Hillary Sjolund**, *winemaker DiStefano Winery*

### Wine in the Age of Social Networking

Social media is changing the way that wine is sold and consumed in the United States. With the ability to reach millions of people, the rules of the game are changing rapidly. Learn from bloggers, social media strategists and marketing experts about how the web is changing outreach, branding strategy, and marketing efforts. You will be "tweeting" with enthusiasm when you leave!

**Speakers:** **Lisa deBruin**, *Hahn Family Wines*

**Keith Miller**, *wineguystv.com*

**Cornelius Geary**, *CEO of Wine 2.0*

**David Honig**, *Publisher, The Palate Press*

**Moderator :** **Rick Bakas**, *Director of Social Media Marketing, St. Supery Vineyards & Winery*

### Creating Unique Single Vineyard Pinot Noir – A Tour of Russian River Valley

Merry Edwards, aptly named the "Queen" of Pinot Noir, has been awarded such distinctive titles as Winemaker of the Year by the San Francisco Chronicle, one of the 50 Most Influential Winemakers in the World by Wine & Spirits Magazine and Pioneer Woman Winemaker by the National Women's History Project. Tour the length & breadth of the Russian River Valley as she guides us through her creative winegrowing process. Learn about all six vineyards and discover how terroir and farming create subtle, distinctive personalities in each of these famed wines.

**Speaker:** **Merry Edwards**, *Owner & Winemaker, Merry Edwards Winery*

### The Aromatic Universe – an Olfactory Workshop

Tasting wine is about being able to express with words the sensory differences we perceive. To structure our smelling universe and to teach us to describe smells with an accurate use of rich vocabulary is an important tool for winemakers and wine aficionados. Learn from Alexandre Schmitt, olfactory expert from Bordeaux Oenology University in France, how to isolate the elements that describe a wine by using odor samples that you will master and memorize. The results are magnifique – an increased sensitivity of our sense of smell and an understanding of the aromatic complexity of a wine.

**Speaker:** **Alexandre Schmitt**, *Wine & Flavors, France*