

# Vini

Wines of Distinction

COMPLIMENTARY

**UNLOCK  
YOUR SENSES**

ISSUE:

#008

SUMMER 2016

Matthew Clark

the experience matters

# Welcome to Vini #008

Simon Jerrome



At last, Summer is upon us. A time when our senses are in full force. The familiar sound of the ice cream van, the smell of sun lotion and the taste of a cold, crisp glass of wine in the sunshine all go hand in hand with one of our favourite seasons.

We focus in on our incredible senses and look at the manipulation and exploration of them. It really is fascinating stuff!

Our London 'Discover. Love. Inspire' Tasting saw us use taste and smell in particular. What an event it was, if you missed it, you missed out! So many amazing wines, customers and producers in one place, a real chance to discover something new, different and interesting.

So, enjoy the sunshine and all it brings with it. Use the sunshine as an excuse to discover something different so if you are wanting recommendations, just get in touch!

Cheers!

Simon

Matthew Clark | Vini | Summer 2016

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## Bottle Prices

The codes listed next to wines are our product codes which can be used to purchase wines. Prices quoted are list bottle price. These are correct at time of print but may be subject to change without notice.

Matthew Clark

## Contributors

Brought to you by the wine geeks at Matthew Clark



**Susan McCraith** MW has over 25 years' experience in the wine industry. Her first job was in Bordeaux and from there she went to Cognac and was taught how to taste while working for Hennessy. Back here, she became a Director at Howells of Bristol winning the Vintners' Scholarship followed by the Rouyer Guillet cup for the top Diploma mark and passing the Master of Wine examination first time round with an award for the top dissertation.



**Siobhan Irons** is one of our buyers and after spending 9 years working in the On-Trade followed by a stint at Majestic, couldn't resist getting even closer to the product by applying for a buying role. Three years later, every day is still different and she loves the feeling of finding that gem that will make someone's day and add that little extra to your wine list.



**Simon Haywood** began his career at University where he worked for Oddbins. Since then, apart from a short break selling computers (which he tells us was very dull!), he's always worked with wine. Whilst he's spent the majority of the last 26 years in On-Trade marketing, he's also clocked up a few years as a Sommelier, working in kitchens and managing off-trade wine stores.



**Jemma Calver** In 2010, after a university placement at Champagne Taittinger, where she fell in love with the industry, Jemma joined Majestic. Since then she has moved from retail into brand management and joined Matthew Clark last year as our Wine Marketing Manager.



**Anthony Hardy** has been working with wine since 1995 having worked in retail and wholesale, independent family run outfits and large companies such as Matthew Clark. Along with his years in the food industry, Anthony has an excellent understanding of the requirements of the On-Trade market, from boutique restaurants, to conference and wedding venues.



**Rachel Love** is spending her tenth year in the wine trade but her passion for wine started earlier than that through regular family holidays to wine regions of France. Her career in the industry began at Majestic Wine in 2004 and has travelled extensively to wine regions around the world, completing her WSET Diploma with a lot of fun had along the way! Rachel joined Matthew Clark in 2013 as Wine Development Specialist and has recently qualified as a certified WSET educator.



**Judith Nicholson** assists the wine buyers by getting all the paperwork done! "I have worked in the wine industry since leaving university. My favourite memory is finishing the harvest in Bordeaux and sitting down at the end of harvest meal, seeing the different people brought together by wine made me realise why I would never want to leave this world for any other job."



**Tim Waters** spent ten years as the Head of Buying with Oddbins during its heyday in the 80's followed by a stint as the Director of Marketing for Whitbread's retail business, Thresher, where he developed and launched the successful Wine Rack chain. He is also well grounded in hospitality having owned the Killiecrankie hotel in Perthshire throughout most of the 'noughties', but now spends his time developing Matthew Clark's business in South East London.

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# Lusty Glaze



**The Cornish coast is a wonderful place for discovery –** a gem that we found and started working with at the end of 2015 is Lusty Glaze. Nestled in a secluded, privately-owned cove, just a short walk from the centre of Newquay and down the infamous 133 steps, you find a bar and restaurant on Lusty Glaze Beach which provides a unique setting for lazy lunches, cosy coffees, seaside suppers, weddings and the odd pop concert!

Due to the setting it gains much of its business during the peak holiday seasons, but with the calibre of food that head chef Nat Tallents – a former contestant on BBC’s Masterchef ‘The Professionals’ – serves up, it means locals and holiday makers make the most of it all year round. She creates an array of culinary delights using only fresh, seasonal, and locally-sourced produce. They also specialise in Hot Rock dining.

This dining experience allows you to cook your meat, fish or vegetarian ingredients to your own perfection on a volcanic rock.

In order to complement the food we have a short, but beautifully formed, wine list. The wines from Short Mile Bay are both aptly named and form the bedrock to the range. If looking for something a little more special with the delicious local fish dishes we would recommend the **Waipara Sauvignon Blanc**.

Quality, price and suitability to the menu and the surroundings were key considerations when constructing the list. It’s quite small at the moment but we expect it to grow as it beds in and favourites develop and food partnerships are discovered. Weddings are important at Lusty Glaze, and a three-tiered wedding wine package has been constructed with the help of Sharon Owers from Accolade Wines – providing choice to match the bride’s desires.



## What’s in a name?

The name Lusty Glaze is believed to derive from the Cornish translation of “a place to view blue boats”. The transportation methods employed to take the iron ore away from the mine that was situated here until the 1920’s, were alleged to have been little blue boats that could clearly be seen moving to and from the town’s picturesque harbour.

# A TOUR OF SPANISH FLAIR

Susan McCraith  
Master of Wine

What do you think of when someone says Spanish wine?

Rioja is more than likely the first word that springs to mind, but as delicious as Rioja is, that would be to miss so many unusual and captivating wines that come from the myriad of regions and grape varieties that Spain has to offer.



Spotlight  
On  
Spain



Let's start in the northwest where the climate is cooler and the coast resembles Cornwall more than the beaches of Barcelona!

Here the soils, sturdy winds and cool summers provide a long growing season ideally suited to produce crisp and zesty whites that perfectly match the local razor clams and fresh seafood; from **Rias Baixas – Leiras Albarino**, (21950) £10.37\* and from **Valdeorras, Viña Somoza Godello Selección** (28218) £16.65\*. Heading east along the coast a little, just south of Bilbao in Basque country, you'll find intriguing fresh whites made from unpronounceable grapes like Hondarribi Zuri – we have one with a much easier name to remember 'Uno'! **Uno Txakoli, Goianea** (29939) £11.64\*.

Whilst we're on the subject of whites, further inland is the region of Rueda where there are some excellent examples made from the Verdejo grape – **Analivia Verdejo Pagos del Rey, Rueda** (20706) £7.00\*.

Now we're still in the upper half of Spain but inland the warmer climate brings us into some serious red wine country. The region of Bierzo is not one you might have heard of but you just have to taste the Crianza, **Losada, Bierzo Tinto** (29947) £10.98\* made from Mencía grapes grown on clay soils – one of the best wines I've tasted this year so far. Next to Rueda is the small region of Toro (meaning 'bull'), a great source of warm, savoury, rich wines offering great value for money such as **El Púgil Tempranillo** (29916) £6.15\*.

Just to the east Ribera del Duero is like a more structured version of Rioja with great class and ageing ability and over on the east coast towards Barcelona is Priorat where one of my favourite wines, **Torres Salmos, Priorat**, (20956) £18.89\*, is made by the famous Torres family. I have served this to many friends and they all love it!

I could mention wines from Navarra, Costers del Segre, Carinena and many other regions in this area, Spain is so diverse and there is a huge amount to

discover. But I'm going to skip past these, past the enormous area of La Mancha bang slap in the middle of Spain and travel further south to the hotter climes of Alicante, Yecla and Jumilla.

The last of these is producing some amazing wine from grapes such as Monastrell. Really rich and spicy with plenty of structure, try **MMM Macho Man Monastrell, Casa Rojo**, (29908) £11.48\* and another new wine also made from Monastrell but this time in Alicante – **Gustavete el Mudo Monastrell, Alicante** (29262) £8.31\*.

Lastly, although Cava is not exactly an undiscovered region I would like to draw attention to a new range of Cavas on the list: Villa Conchi. These caught my eye at the recent tasting. The **Villa Conchi Brut Imperial Cava** (29897) £11.69\* is made from indigenous Xarel-lo and Macabeo and beautifully packaged too. I think customers will love them.

So that's it – a whistle stop tour of just some of the lesser-known regions of Spain. One could spend every holiday over there and still find more to discover. Sounds a good plan...





# The art of sharing

By Tim Waters  
Sales Account Manager



Spotlight  
On  
Spain

**Blanca soon realised that the flavours of Spain were in tune with London's Bright Young Things.**



**Blanca Tejera Rowe set up Miss Tapas, in the shabby-chic bohemia of Peckham in South London, just over a year ago.**

Whilst we were talking about its amazing and immediate success I asked her when Miss Tapas 2 was going to be launched – she leant forward and whispered in an engagingly confessional tone "I am just a bit too OCD to split myself between two restaurants just yet". And, when you see the incredible attention to detail throughout her premises you will understand what she is wrestling with.

Moving to London only six years ago, looking for a new experience and to learn English, she took a job with ITSU (Japanese restaurant) where she fell in love with the efficiency and precision of their operation, and the gem of an idea started to form – how could she bring the intense flavours, rich sounds and relaxed lifestyle of her native Seville over here into London's impatient metropolis? It took a new boyfriend on their first date to provide the answer. They went to José Pizarro's tapas bar in Bermondsey) and suddenly the authenticity of the experience was like rediscovering her youth. "It became an explosion of possibilities in my mind".

As fortune would have it, Frank, the new boyfriend, but now soon-to-be husband, was a restaurateur himself with a chain of Burrito bars called Poncho 8. Together they pulled together a concept and a business plan. As they were doing this, Blanca, who by now had left ITSU, had started importing Jamón Ibérico and was selling it to prestigious outlets like Sketch in Mayfair. She soon realised that the flavours of Spain were in tune with London's Bright Young Things.

They decided to set up home together in Peckham and as part of the search for premises Blanca walked the local streets posting notes through letterboxes asking if anybody knew of a shop for sale. In a story full of coincidences the landlord of her premises in Choumert Road, SE15, arrived back from an extended trip in the USA to find Blanca's note along with the notice of quitting from his previous tenant. And the rest is history.

We started working with Blanca right from the start, our first meeting held in an empty shell with builders sawing wood to build the counter in the background. There was no question about every wine having to be Spanish but the concept required the whole drinks menu to remain true. We pulled in Codorniu, Hidalgo and Gonzalez Byass, all of whom were very generous with point of sale and glassware.

And, what a surprise – Sherry sells really well, in all the styles, including Pedro Ximenez. Of course it helps when your waitress speaks to you with a Spanish accent and recommends precise food matches. In Spain, it does not have the ageing-aunt reputation and so Miss Tapas is helping a new generation of drinkers to discover Sherry for the first time – the way that it should be drunk.

And whilst we are on surprises, red wine accounts for approximately 60% of the wine sales (UK sales are normally around 30%). What is happening there? Blanca explains it as "people drink white wine as an aperitif and for its refreshing qualities when chilled. But here we recommend Manzanilla for an aperitif or our Anna de Codorniu Blanc de Noirs. But if a customer wants a wine to match the more intense flavours of Jamón, Tortilla or Croquetas then it has to be a more highly extracted red wine."

But the idea of 'house wine' as we normally think about it does not exist at Miss Tapas "Every wine on our list has an equal role to play, every wine has a dish to partner and price simply does not come into it – only style and flavour".

Such a democratic approach is rare, even in multicultural South East London, and to be successful with it is even rarer. "At first we didn't really want a reservation system although the weekends were always full. Then we thought it kinder to help our customers plan their visits especially because we had lots of groups of people meeting up. But now we have come full circle and when people arrive and we are full we simply take their mobile number, pack them off somewhere else for a drink and ring them as soon as a table becomes free. It seems to suit the Peckham way of life".

It's a part of the world where there is so much to discover – the Rye Lane end of Choumert Road is like a Bazaar, you have to zig zag through street market stalls selling exotic foodstuffs from North Africa. Or, if instead of turning right, you carry on up Rye Lane you could find yourself drawn into a new Taiwanese restaurant called Mr Bao which just happens to be Frank's latest venture.

**A family dynasty in the making!**

**Classic**  
Patatas bravas



**Discover**  
New potatoes  
with a herb salsa



**Uno Txakoli, Goianea, Txakoli**  
29939 – £11.61\*



**Classic**  
Calamari



**Discover**  
Grilled lime and  
chilli prawns



**Pulpo Albarino, Rias Baixas**  
29917 – £9.22\*



**Classic**  
Cod croquettes  
with aioli



**Discover**  
Mini fish  
and chips

**Villa Conchi Brut Reserva, Cava, Catalunya** 29895 – £10.24\*



**We are in a sharing mood...**  
Summer is just around the corner, and thoughts of alfresco dining and balmy evenings in Costa del Bristol have started to fill our heads. We're already thinking about the terraces which await good company and entertaining conversation. It might not be the real deal of the Mediterranean but with these wines and some ideas for delectable tapas nibbles... it's pretty close!

DISCOVER  
SOMETHING  
NEW



**The Invisible Man Tempranillo,  
Casa Rojo, Rioja**  
29909 – £23.84\*



**Classic**  
Spanish  
meatballs



**Discover**  
Miniature sliders



**Maquinon Garnatxa, Casa  
Rojo, Priorat**  
29907 – £26.54\*



**Classic**  
Chorizo



**Discover**  
Spicy chorizo  
and bean soup

\*Bottle list price

# Ones to watch

BY JUDITH NICHOLSON

In the 18 months I've been working at Matthew Clark, attending our flagship London tasting has to be one of the highlights. It's great to see everyone from the sales teams to customers experiencing our new wines for the first time, and I love hopping from room to room to see what really excites people and to see them discover a wine. With this in mind I've put together my top five 'Discovered' wines from the tasting. It's a bit of a mix of the ones that I love and got excited about when I discovered it, and ones that got a the best reaction from customers when they discovered it for the first time.

**SHANNON ROCKVIEW RIDGE PINOT NOIR**  
31401 £15.78\*



Pinot Noir has often suffered in South Africa; the climate around the Western Cape where most of the regions are based is simply too hot for the delicate grape. Elgin, however, located 70km west of Cape Town, has a much cooler climate than the other wine regions, and allows varieties such as Pinot Noir, Merlot and Semillon to grow successfully. It is just being discovered by winemakers in South Africa, let alone the UK Trade, having been known for growing apples and pears. Shannon Vineyards buck the normal South African trend of growing Pinotage and Chenin. Instead they focus on the right grapes for the right climate. This Pinot Noir is alive with red cherries, raspberries and strawberries, with just hints of earthiness, truffles and cedar from the oak ageing.

**CASA FERREIRINHA PLANALTO** 29799 £7.88\*

Ask anyone from Portugal and they will know this wine – it's the top selling white in the country. But in the UK it's a different story, with wines from the Douro, and whites especially, often being undiscovered and overlooked. Casa Ferreirinha was founded by Donna Antonia Ferreira, and she was the pioneer of still wines made with native varieties in the Douro, something that the winery has continued to this day. A blend of Viosinho, Malvasia and Gouveio, it delivers aromas of citrus, melon and pear. Slightly weightier than expected on the palate, it's has lovely lemony acidity to match the heavier white fruits, and a long mineral finish. One to discover in an ice bucket during the summer!



**CHÂTEAU LA GORDONNE  
ROSÉ, LA CHAPELLE  
GORDONNE, CÔTES DE  
PROVENCE** 31643 £19.36\*

Provence Rosé is a style that has been discovered, and accepted by the UK on and off trade in the last year. It is a huge trend, and the La Chapelle Gordonne is a stand out among the imports coming in. On a purely aesthetic note, it has a brilliant looking bottle, but it's what is inside that really delivers. A very pale pink, it has intense floral aromas of rose, violet and raspberry. Delicate and fine on the palate, but still bursting with mouth-watering grapefruit and strawberry fruit, and a long, fresh finish.



**MEIOMI CHARDONNAY**  
31064 £14.29\*

Meiomi means 'Coast' in Native American, and this is a really exciting, different and new wine which I discovered. It is called 'Coast' because it is a tri-regional blend of the 3 main coastal regions in California; Santa Barbara, Monterey and Sonoma. Founded in 2007 by Joe Wagner, it is designed to show off the very best that all 3 regions have to offer. Blending different regions together has been big in America for a while now, but it is something that is just starting to be discovered in the UK. The wine has enticing aromas of peach and pineapple, with hints of honey and butterscotch. Oak has given it a slight creaminess on the palate, which matches the tropical fruit and hint of crispness and minerality on the finish.



**PRIMUS CARMENÈRE** 31599 £10.22\*

Carmenère has also been the red grape variety associated with Chile, but it's never really reached the heights that some expected. However, things could change with the discovery of this straight varietal wine. Made by experienced winemaker Rodrigo Soto, the aim of all of the Primus wines is to show the concentration and intensity that the grapes can achieve. Lots of blackberry, cassis and white pepper on the nose, with rich chocolate, plum and a sprinkling of black pepper on the palate.



\*Bottle list price

# PRESENT YOUR CASE

With wine comes passion, and with passion come opinion, closely followed by heated debate and arguing your point to the death! Continuing our new series, we look at some of the issues facing the world of wine and give two people pretty clued up on the subject a chance to voice their opinion.

This edition, we ask “With reference to Sauvignon Blanc, should we look to discover new things?”



**FOR**

**Tony Allen** – Europe and UK Account Manager for Foley Family Wines discusses the importance of discovering new regions and varieties when it comes to the UK’s number two grape variety.

**I think that it's good to discover new regions and varieties as it prevents the category from stagnating and keeps customers excited and engaged. However, I firmly believe that the classic areas are continuously improving and evolving, and are often over-looked.**

When Cloudy Bay Sauvignon Blanc first burst onto the wine scene in the UK, it had a cork closure, lots of pea and asparagus aromas, contained a sizeable percentage of Semillon and had yellow hues. We were hooked. In fact, most of the Marlborough wine that we first saw in the UK was extremely aromatic, sometimes a little too heavy, noticeably textured and often oaked – they certainly stood out against their more elegant Old World counterparts.

There has however, been an evolution over the last decade and this doesn't just mean that we've simply moved to screwcap. Wines are no longer phenolic, clumsy or yellowing; they are now beautifully structured, fresh and textured, as most top winemakers now avoid

skin contact completely and prefer instead to use extended lees contact. As well as having an improved mouthfeel, they are now more vibrant, crisp and tangy – they now have the same nervous acidity as a top Sancerre.

Trial and error as well as science has helped. At Vavasour we have had 27 harvests to perfect Sauvignon Blanc. We were the first winery in the Awatere Valley, so we had first pick of many of the best sites, but it takes time to learn which varieties and clones do best in which vineyards. It also takes time to learn about optimum ripeness/harvesting and also how to get the best balance between fruitiness, aromatics, grape sugars and acids. We also continue to strive for elegance and versatility – i.e. food friendly wine.

Over the last decade we've learnt how to understand and manipulate the most desired aromatics in Sauvignon Blancs; pyrazines and thiols, both of which are more abundant in Marlborough than anywhere else on earth. We can now manipulate the balance of each Sauvignon

Blanc to favour certain aromas: elderflower, green pepper, grapefruit, passion fruit etc – this is done in both the winery and the vineyards. These desired aromas in conjunction with a natural zesty acidity mean that Marlborough Sauvignon Blanc has continued to grow globally in all markets – we now know what the consumer is looking for and why they drink Sauvignon Blanc. We have refined and defined the most desirable elements; you can still recognise a classic 1968 Porsche 911 by its shape, but it has gradually been refined and evolved into a car more suited to the modern world and consumer – much the same as Marlborough Sauvignon Blanc.

Finally, Marlborough is no longer just about Sauvignon Blanc, we have found that the region is particularly well suited to Pinot Gris, Chardonnay, Pinot Noir and Riesling. The Pinot Noirs will continue to evolve and improve as we discover more about the potential of certain sites, winemaking and clones. Marlborough is an ever evolving and ever improving classic region.



**AGAINST**

**Daniel Hart** – Agency Manager at Sogrape UK is here to fight the Old World corner and persuade us to rediscover the classics within Sauvignon.

**Only the best of the best have the potential to be a 'classic' and in any form the classic must be not only exceptional amongst its peers during its heyday, but also have already stood the test of time. When discussing wine, the Old World is the only place that this combination of exception and timelessness meets simply by the very nature of the history of the different regions.**

Let's take a look at the UK's number one white variety by volume consumed – Sauvignon Blanc. The name is thought to be bastardised from the French words sauvage (meaning 'wild') and blanc (white) due to its early origins as an indigenous white variety in South West France where it is still grown to this day. As early as the 17th century it is thought to have been the proud parent of Cabernet Sauvignon; the off-spring of a chance dalliance with Cabernet Franc. Over thousands of years and hundreds of generations of trial, experiment and improvement in selecting sites and growing Sauvignon Blanc it found

its home in the terroirs of Bordeaux and the Loire Valley with such success that it was included in the original AOC's awarded in 1936 in the most famous village of all for Sauvignon Blanc – Sancerre.

Many people may cite the success, popularity and the undeniable high quality of Sauvignon Blanc that is made in Marlborough as a strong contender to be called a 'classic', but we can only count the success and development of this New World contender for the throne in decades and not centuries. Sauvignon Blanc from Marlborough has only been alive and kicking since the 1970's; a popular and high quality style of wine this may be, but it cannot yet qualify as being a classic. When exploring the Old World classics, one must be aware of the reciprocal and circular nature of the wine world. In their infancy the New World regions mimicked their Old World ancestors in order to gain awareness, but over time they have, rightfully, followed their own trajectory to success, so much so that now some Old World producers will mimic the

New World style in pursuit of popular and commercial success.

If you want to explore the Sancerre 'Classic' then there is no better place to start than with Domaine Vacheron's Sancerre Blanc – unashamedly pure, beautifully poised and mesmerizingly lengthy, this wine is the very definition of the term and unequalled from anywhere in the New World. It's organic and biodynamic too – not because that's a modern invention but because it's the only way to express the true nature of the grape in the place that it is grown, and also that's the way previous generations of the Vacheron family have grown Sauvignon Blanc well before the invention of synthesised fertilisers or the first vines were planted in Marlborough.

**What's your opinion?**

Have you been swayed by either side? Get in touch on Twitter and voice your opinion @MatthewClarkLtd #Vini

# Down on the docks

1884 Dock Street Kitchen | By Rachel Love

I met up with **General Manager James Birch** to find out a little bit more about the history behind this critically acclaimed restaurant in Hull and their plans for 2016 and beyond. Developed and situated against the backdrop of arguably the most idyllic area in the city, the Marina. 1884 Dock Street Kitchen brings a completely new dining experience to the area.



## So, James, tell us a little more about the history behind the venue

The Marina was always a social hub of the city, brimming with life and vibrancy – it was the location where the fish and fruit markets thrived, alongside a plethora of busy restaurants and bars. At the weekends, the area was packed with all sorts of people looking for a good night out which eventually had an adverse effect on the Marina. Early 2000 the Marina went through a rough patch, the markets moved out of town where there was more space available and a lot of the bars were closed down due to the drinking culture and the problems that it brought with it. What remained were a large number of beautiful old buildings in varying states of disrepair. 1884 was one such building, crying out for someone to lavish a little care and attention, and breathe some much-needed new life into the area.

## Your outlet clearly takes its name from its surroundings, but what drew you to the location?

In 2010, a local property management company saw the potential in the area and fell in love with this building, a dilapidated old dockside boozer called Baltic Wharf overlooking the Marina. They started a regeneration project to open a spectacular 100 seater fine dining restaurant which would deliver a unique experience for food lovers. The whole team have been conscientious and creative throughout, making sure that 1884 plays a pivotal role in supporting the local tourism offering. We play a prominent part in local and regional partnerships to ensure that Hull, and the marina area in particular, is recognised as a destination with much to offer.

There were a lot of sceptics at the time that thought the restaurant would never survive and I suppose it was a massive gamble.

The building was completely stripped back and in doing so a keystone was discovered which had the date 16.05.1884. This was to form the name of the restaurant '1884 Dock Street Kitchen'. 'Dock Street Kitchen' implies good quality, home grown food. The food is our foremost consideration, with dishes developed from the freshest produce and ingredients available on the day, ensuring our diners enjoy a new experience every time they come through the doors.

The design for the restaurant was inspired by the Manhattan meatpacking district, the most fashionable neighbourhood in New York full of hip restaurants, exclusive bars and boutiques. 1884 has definitely created this atmosphere with the architecture, stylish design and décor which oozes elegance and class.

## Which we see reflected in your menu and extensive wine list. What drives the wine choice here? The food? The customers? Your personal choice?

We have approximately 240 wines on the wine list from £18 to £750 per bottle and 40 wines available by the glass. Our list offers excellent quality wines which offer at every price point. This is very important to our overall proposition. If I am adding a wine to the list, I always make sure there is a dish on the menu that it would complement or it needs to taste amazing on its own – every wine has a purpose! Obviously personal preference plays a part in constructing the wine list and I am partial to classic French regions so these are

well represented. Many of these are classic food wines so they sit well at 1884.

## How often do you review your list? How do you go about doing this and why?

Our wine list is regularly reviewed and continually evolving to keep it fresh, interesting and well-balanced. I have recently changed the format of the wine list to group the wines by country and region with a description of each wine to make it more accessible, informative and enjoyable to read. I have also added a page entitled 'We found these and thought they were great' which includes a range of drinks handpicked by the staff because they love them for one reason or another.

This allows us to be quite innovative and encourages our customers to try something different. Our customers have extremely varied tastes in wine. Many stick to the classic European wines from Burgundy, Bordeaux and Rioja whilst others are more experimental and want to try something new, quirky and exciting. If we have a wine that isn't selling, we replace it.

## It must take a special type of employee to understand such a vast list?

We have a great team at 1884 who are really passionate about food and wine. We have regular training sessions on food and wine pairing for our set menus and we taste the food with the wine so everyone understands why they have been paired, plus regular staff briefings and supplier tastings to introduce new wine additions.

## Is wine a passion of yours?

Of course! Wine and food are two of my favourite things in life, they go hand in hand.

## How important is your drinks list when it comes to food?

Our approach is to craft and create unique British dishes and to ensure that 1884 Dock Street Kitchen is bursting with new ideas, the food menu presenting quality and variety from one day to the next and the wine list totally reflects this. Laura Waller, our head chef, focuses on sourcing quality local ingredients. It is really important to us to support local suppliers wherever possible to help contribute to the local economy so we still have these producers in years to come. Our food menu is continually evolving, just like the wine list

## How do you keep your offering fresh for customers?

The continual and organic evolution of both the wine and food menus keeps the offering fresh and gives people a reason to keep coming back.

## What's your proudest moment to date?

Getting our first commendation for 'Good Standard' in the Michelin Guide 2016 was a massive achievement and a complete team effort. It was very rewarding to see that all the hard work over the last 3 years had paid off. This was the first time in 15 years that a restaurant in Hull had achieved this.

## Have you always worked with MC?

We have always worked closely with Matthew Clark for all drinks categories. The MC range is constantly evolving and improving with the market and you always have something new to

try. The quality of wines throughout the range is fantastic and the support that we get through MC and your suppliers is great and it enables us to do lots of wine activity in the restaurant.

## What's your favourite wine on your list?

This is a difficult question! It depends on so many things – my mood, the weather, who I am with, what I'm eating... but my favourites styles are big, bold, buttery, creamy Chardonnays like the Rapitala 'Grand Cru' Chardonnay from Sicily which is an incredibly well-made wine and offers fantastic value but this will not suit if I am having Mussels (my absolute favourite food!) – then I would like something lighter and crisper like Joseph Mellot's 'Les Collinettes' Sancerre. On the red side, I love a young Rioja or a good Pinot Noir from the New World – there's a lovely earthiness about New World Pinot.

## How do you unwind?

Music and a glass of wine!

## Tell us about your favourite food and wine match

A glass of Rioja with giant chocolate buttons straight from the fridge – heavenly!

## Tell us about the best glass of wine you ever remember drinking...

It would have to be a 1958 Marques de Riscal Baron de Chirel Rioja Reserva in the cellar at the winery with the winemaker. I felt so incredibly privileged to try a wine like this and it was phenomenal!

## What's on the agenda for 1884 in 2016?

It has already been a busy year, we had a Contino dinner in March, Errazuriz Don Max 'Ultimate Steak Night' in April and have plenty more wine events booked in including a Gourmet Tattening evening in September plus we are bringing back the 'Chef's table' to offer an intimate, bespoke dining experience which will allow Laura and myself to flex our creative muscles and come up with some amazing, delicious and occasionally theatrical food and wine pairings.

## Exciting times ahead... Hull: UK City of Culture 2017

This is really exciting for Hull and it has stimulated a huge amount of regeneration which is currently in progress around the Marina and across the city. Already we have seen little galleries, shops and restaurants popping up in the area. Our cheeseboard actually formed part of the bid. This was a selection of British cheese, locally produced which represents the level of passion and detail at 1884. We will be actively involved as much as we can, supporting and hosting events whilst the spotlight is on Hull and it will hopefully create a legacy that will last generations! If you have never thought about visiting Hull before, you should definitely put it on your list. It has just been named in 'The Rough Guides' top 10 cities to visit in 2016!

# Cellar Door

Winery Remoissenet Père et Fils was founded in 1877 and was a family run estate until it was sold in 2005. Since then the winery has been led by Managing Director Bernard Repolt, previously president of Louis Jadot. Head Winemaker, Claudie Jobard, daughter of Laurence Jobard, (winemaker at Maison Joseph Drouhin for 30 years) has been at the estate since 2005 and has been instrumental in turning the winery around. Repolt and Jobard have worked closely together to reduce yields and ensure that the fruit is treated with the utmost respect and that a rigorous triage is carried out.

This has allowed the vineyard holdings to be increased, especially for Beaune premier cru which has been expanded to 13 hectares.

I met Bernie last summer, he's such a character, hugely entertaining and full of fascinating stories. I'm incredibly excited to bring on board this selection of fantastic wines which have greatly improved since Bernard joined the winery. It was great to see so many of our customers tasting and enjoying the wines at our recent Discover Love Inspire tasting, so I thought I'd steal ten minutes with him for a quick (and I mean very quick!) interview.

## Tell us about Remoissenet, what's behind the label?

### What drives the winery?

Remoissenet is the new generation of what we call Burgundy producers, meaning all that we sell is produced (vinified) by us. We do not buy bulk grapes or must. In 2015 we vinified just 905 barrels, and that was it!

### What inspires you day-to-day at Remoissenet?

In our day to day work, quality is what drives the winery. Our yields are extremely low, especially for our Pinot Noir vineyards where we use just 3 plants to make 1 bottle (this is a yield of 25 hls/ha). Our sorting tables work at a rate of 500kg/hour, and are the slowest in the world. We declassify and get rid of whatever is not very good, for example in 2013 we did not produce Corton Charlemagne or Beaune Theurons because of the hail that devastated the vineyards.

### What inspired you to get involved in the wine trade?

My high consumption and love of expensive Burgundy wines drove me naturally to the wine trade!

### How have the wines developed over the years?

We pick late here at Remoissenet and have very low yields so the wines have an incredible natural ripeness whereas before they added sugar to get some fruit flavour.

### What's your favourite food and wine pairing?

It has to be lamb – paired with a glass of delicious Pinot Noir of course.

### What's your best wine memory?

A Balthazar of Beaune Marconnets for my father's eightieth birthday. It took us less than our hour to drink it!

### How do Matthew Clark differ to other suppliers, why did you choose us?

I know Matthew Clark very well from my days at Louis Jadot and have always been very impressed by your organisation's efficiency.

We've recently bolstered our premium portfolio with the addition of Burgundy producer Remoissenet Père et Fils. The addition of 11 wines from the Beaune producer follows an increase in demand for Burgundy classics.

By Siobhan Irons

Givry Rouge, Remoissenet Père & Fils  
31279 £19.21\*



Givry Blanc, Remoissenet Père & Fils  
31277 £17.11\*



It was great to meet you last summer and to learn that you're looking for more exclusive, high end, top quality wines. Matthew Clark is connected to the UK's top hotels and restaurants, which is precisely where we want our wines to be enjoyed.

### What are you expecting from the latest vintage?

2015 was a lazy 'Californian vintage', we had so much sun. But they are very easy to drink.

### What makes your wines stand out?

Our wines are very addictive, it is very difficult not to finish the bottle once you have opened it.

### Have you discovered any wines today which have inspired you?

I'm too busy speaking to customers today, but if I get chance to step away, I'll be looking at Pinot Noir from outside of Burgundy!



# Demystifying Wine

Most industries suffer from it, and the wine trade is not immune, the use of buzzwords, jargon and unexplained technical terms can exclude the reader or listener from the conversation. Yet these words and expressions are generally being used to add value to the conversation, utilised to differentiate and explain important differences between wines.

In Vini we will be looking to clarify what some these words and expressions mean with respect to wine, in the last two editions we have looked at the effects of altitude, and what the term minerality suggests. This time it's the technical term malolactic fermentation that gets the treatment!

## MALOLACTIC FERMENTATION

One of the first things we learn about wine is how it is the product of fermentation – the sugar in the grape juice being gobbled up by hungry yeast cells. These single cell fungi, *Saccharomyces cerevisiae* is the commonly used yeast species, convert sugar (glucose) to energy for themselves, producing alcohol (ethanol) and carbon dioxide as bi-products for us! The malolactic fermentation, that we hear about later, as we continue to learn about wine, is something quite different.

Commonly called 'malo' or 'MLF' by winemakers, this fermentation does not necessarily happen in the production of a wine and it's carried out by what are described as lactic acid bacteria, not fungi like yeast. It is important, as employing a 'malo' profoundly affects the style and mouth-feel of the finished wine.

### So what is it and why do winemakers sometimes employ it?

One of the many compounds in grape juice is malic acid, named after the Latin word for apple, malum, it is found in many fruits, plays a big part in the development of flavour compounds during ripening, but fundamentally tastes... well there's no way round this... harsh and sour.

Now sourness is not a terrible thing to have in wine, acidity offers balance to the palate, but some wines would be better with less of it. Acids are pretty reactive and with a little help malic acid can be chemically changed into a less harsh acid called lactic acid, the name derived from the Latin for milk. Lactic acid is softer; the light freshness found in yoghurt is the result of a lactic acid fermentation. So by encouraging the growth of lactic acid bacteria such as *Lactobacillus* the wine can go through a second fermentation to reduce the perceived acidity; this is the malolactic fermentation – changing malic acid to lactic acid.

### So what does it make the wine taste like?

Well in a nutshell wines that have undergone a 'malo' will taste softer and perhaps creamier and probably have more complexity and taste less of apples! As a result of where and when the 'malo' takes place different flavours are developed in the wine. Some winemakers encourage this bacterial fermentation to take place at the same time as the yeast driven alcoholic fermentation, believing more complex flavour compounds are developed in this way.

Others wait for the alcoholic fermentation to have finished before allowing or encouraging a 'malo' – this may occur in stainless steel tanks, or commonly for whites like Burgundy and other richer Chardonnays in barrel. White wines that have undergone a 'malo' will have more complexity a softer acidity and a creamy rich mouth-feel, particularly if the process has occurred whilst the wine was in oak barrels.

### What about reds and other regions and grape varieties?

Almost all reds will undergo a malolactic fermentation, the palates of all but the lightest freshest reds benefit by moving the acidity profile and mouth-feel from very crisp to creamier and more full-bodied and rounded. The decision whether to employ a 'malo' for a white wine is a stylistic one; grape varieties from cool-climates, that trade on their freshness and may even be typified by green apple flavours don't get one. Riesling from cool-climate sites in Australia, such as Tasmania or Sauvignon Blanc from the Loire, such as Sancerre rarely undergo a 'malo'. Likewise, to preserve the freshness in wines such as rosés from Spain no 'malo' will be employed.

However, if the wine is barrel-aged and it is made to be full-bodied, it probably will be allowed one. The winemaker can also make a decision to keep some of the freshness from the malic acid, by just allowing a partial second fermentation – nothing in winemaking is straightforward!

We recently embarked on an experience like no other, something that we'd never be able to recreate to such an intense standard, and it got us thinking...

# [ Dans Le Noir ]

Dans Le Noir, in Clerkenwell Green, claims that through limiting the sense of sight, other senses are intensified but also relations between people.

Diners at the restaurant have little knowledge of the menu being served to them, only an umbrella bracket is chosen. Diners are served by either the blind or the visually impaired. A percentage of the profits support charities in different countries, so it's not only a wonderful experience but also helping a great cause!

The concept was founded in 2004 in Paris by Edouard de Broglie, a French entrepreneur who wanted to give something back to communities, offering employment to those who may have struggled to be employed due to their impaired vision. Subsequent locations were opened in London, Barcelona, New York (now closed), St. Petersburg, and Nairobi. You may be familiar with the concept, as it was featured in a scene in 2013 movie 'About Time' directed by Richard Curtis.

Having enjoyed some Champagne cocktails in the low lit bar upstairs, we were told it was time for us to take our table, and led down to the locker area, where we safely stored all our belongings, and were told to remove watches and of course deposit our mobile phones prior to selecting one of four colour-coded mystery menus: red (meat), blue (fish), green (vegetarian) and white (chef's special).

We've all sat in the dark before, and gradually, your eyes start to adjust, even in the darkest rooms, we can eventually pick out shadows and silhouettes allowing us to gauge our own proximities and special awareness. This, however, was different.

Darkness we'd never experienced before, we literally could not see anything.

Admittedly, it was unnerving. A small rise of panic washed over us and embedded as claustrophobia. Still, we have no idea how the room was laid out, or how many other diners were in the room. From what we guessed, it was split into two halves with rows of bench-like tables and a walkway through the middle...but who knows! We realised how terrifying it would be to lose your sight, and admired our host, Jack along with the other guides who had come to grasp this vocation with such flair when they may not have been given this opportunity in any other situation. Jack's charisma filled the room, he was such a delight, and we had walked away feeling really well looked after, having been given a service level which cannot be found even in some of the best restaurants.

Something that struck us as very interesting was the noise level tended to get increasingly louder and now and again, one of the guides would hush us, seemingly without vision, we all felt we needed to up our vocals a few decibels in order to be understood! It did however make for a vibrant atmosphere which seemed filled with excitement, like giddy children unsure what to expect at a party.

You're challenged to re-evaluate your approach to dining.

The way you interact with the food and drinks and also how you relate to your guide (waiter) and fellow diners. Because your visual sense is stripped away from you, you focus on the taste, texture and smell of the food.

In the time we were seated, we had two sets of people sharing our table, both of which we swapped conversation with. But what we adored about the whole experience was how connected you were with your dining partner. You couldn't get distracted by other people, you weren't craning your neck to see what other people were eating, no phones to check, we didn't pop out for a cigarette or even visit the bathroom. You were solely focussed on what you were doing, it encapsulated you.

We opted for a wine flight with our meal, and decided to switch plates so we got to try everything. Each course was split into three, so you had a number of dishes to try on each plate. By the end of the meal, we'd worked out quite a good system for swapping plates and glasses in the darkness.

It's surprising how quickly in a small environment, you gain confidence. Using your finger in your glass to work out when you should stop pouring, placing items in the same position to try and gain some familiarity within your setting.

We were engrossed in conversation and experience in full totality.

We also realised we didn't eat as much as we may do if we'd been at a 'normal' dinner engagement, using the fullness of our tummies to gauge our hunger levels rather than the emptiness of our plates.

When we had worked our way through the courses, it was time for us to be escorted back to the reception where we were given the chance to speculate what we'd eaten and what the wines were. We're pleased to say, we did pretty well! Having then been shown pictures of what they had served and the accompanying wines, our host was also pleasantly surprised at the flavours we'd picked out.

We'll leave you on one final note, whatever you take from this article, put some time in your diary to go and discover this experience. You won't find anything like it and you'll remember it forever.

# [ Sensory Exploration ]

**SYNESTHESIA**  
– the technical term for evoking a sensation (like taste) through the stimulation of a different sense.

Having spoken to a whole host of people about our experience at Dans le Noir (see previous pages), it really got us thinking about the influence of senses on each other, and how they can be manipulated. After all, surely each person's taste is subjective, so although it can be potentially guided, surely it's not possible to completely dictate another person's senses when it comes to taste?

Sensory exploration is something we've been looking at more and more when it comes to wine. Even down to the first encounter with a wine, the label. We're finding it far more important to the On-Trade than ever before to use the bottle and label to influence the consumers purchase, a practice more commonly associated with retail. Stand-out labels from producers such as Casa Rojo or Les Hipsters Barbe are becoming firm favourites due to obvious point of difference.

When at Dans Le Noir, we were told a story of a group of wine tasters who had gone to do some blind

tasting in the room, and as they were guided through the tasting by the host, they were told they were drinking a red wine and given descriptors associated with drinking a red wine, such as full bodied, spicy, dark fruit, red berries etc. and the group was easily persuaded that the white wine they were drinking was in fact red. Showing us that sight must have an influence on our perception of flavour.

Although sight is not technically part of taste, it certainly influences perception. Interestingly, food and drink are identified predominantly by the senses of smell and sight, not

taste. Food can be identified by sight alone – we don't have to eat a strawberry to know it is a strawberry. The same goes for smell, in many cases.

To our brains, "taste" is actually a fusion of a food's taste, smell and touch into a single sensation. This combination of qualities takes place because during chewing or sipping, all sensory information originates from a common location: whatever it is we're eating. Further, "flavour" is a more accurate term for what we commonly refer to as taste; therefore, smell not only influences but is an integral part of flavour.

## Virtual reality

At our recent Discover, Love, Inspire flagship wine tasting, we invited guests to take part in our Virtual Vineyard taste experiment which took the form of an interactive tasting. Entered into a fully immersive vineyard environment, in which the user had full 360° views of the entire vineyard surrounding complete with ambient outdoor sounds.

Within this environment the user was sat at a virtual table, with three bottles of wine and glasses on the table to give the impression of a tasting. As their eyes passed over the bottles of wine, tasting note information popped up about each of the wines. They were then given two different wines to try and asked to correctly match them up with the wines they see on the table. Those that correctly match up the wines will be in the running to win.

We wanted to inspire our customers at our event, and introduce a different dimension to a wine tasting. Can you correctly guess the varietal whilst being immersed in a vineyard environment? Does this have an effect on how the wine appears to tastes?

We spoke to Simon Jerrome who had a go at the experience on the day – he said 'I found it fun and interesting to be challenged in a different way to my normal tasting approach. You're thinking about it in a totally different way, when you taste the wines, you're thinking about where you are rather than focusing solely on the liquid. That's what I found most appealing, it was interesting to be 'somewhere else' when tasting the wines. I usually have a systematic approach when it comes to tasting, but because my vision and hearing were manipulated, I didn't have the first visual interaction with the wine, so it almost became a bit like a blind tasting in that sense. I had to rely on smell and taste.

It's really difficult without that initial visual introduction, in fact potentially the first time I'd attempted to identify wine without the visual element!

It is however, somewhat unnatural, as when drinking wine you will always see what it looks like, and perhaps you miss some of the experience if you don't have the visual to judge the wine as a whole.

It's important to remember here, creating an ambience and atmosphere will have a distinct reflection on the wine being tasted, and is a large consideration when choosing wine for an outlet. So, it seems the potential possibilities and opportunities with virtual reality and manipulating senses are vast, both in terms of having fun with it but also learning and education. Could this be an embryonic style of how to teach people about wine?

TGI Fridays recently became the first UK restaurant to serve customers a virtual reality experience using wearable tech, we could ask – is this going to be a more common way to give consumers a fully immersive experience? Will the outlet alone no longer be enough for the demands of the consumer? A longer discussion for another time...

## Lighting things up

When planning an event or indeed your outlet and choosing lighting, the food you serve will have an impact on the lighting choice for your outlet. For example a steak house will never have blue lighting, as this can give the diner a poor experience, making the steak appear grey and discoloured despite being perfectly cooked and tasty.

On the subject of light, there was a recent study where a group of people were offered what they thought were three different wines, and served them under a different light colour and asked which they preferred. The green light showed people highlighting the herbaceous nature of the Cabernet Sauvignon. Red light showed people moving towards more fruity and ripe style descriptors, and the final light, of a blue hue, gave the poorest response. Interestingly, as blue is a difficult colour to produce in nature, usually people don't prefer things under a blue light, as with the steak above!



## The role of the sommelier

Whilst doing some reading for this feature, we stumbled across an article that suggested no one has any idea what they're doing when it comes to tasting wine!!! In 2005, Robert Hodgson's undertook some research to try and determine how efficient judging wine was. Hodgson approached the organisers of the California State Fair wine competition and proposed an experiment for their annual tasting sessions. Each panel of four judges would be presented with their usual flight but some wines would be presented to the panel three times, poured from the same bottle each time. The results would be compiled and analysed to see whether wine testing really is scientific. The research uncovered judges who were awarding different scores to the same wines. He flagged the notion that tasting, and in indeed judging wine is, by its very nature, subjective and that awards seemingly were handed out at random with no patterns or structure. An interesting study to explore further if you have ten minutes to spare!

## When choosing your lighting, the food you serve will have an impact on the lighting choice for your outlet.

## Music to your ears

You may remember a certain wine retailer in the mid to late 90's constantly playing a mixture of classical music and 1960's jazz having discovered in a piece of research, that classical music versus Top 40 music in wine stores increases sales and leads customers to buy more expensive merchandise. (Areni & Kim, 1993)

## What you see is what you get

In 2001, French academic Frédéric Brochet tested the effect of labels on manipulating taste. He presented the same Bordeaux superior wine to 57 volunteers a week apart and in two different bottles – one for a table wine, the other for a grand cru. The tasters were fooled. When tasting a supposedly superior wine, their language was more positive – describing it as complex, balanced, long and woody. When the same wine was presented as plonk, the critics were more likely to use negatives such as weak, light and flat.

## In conclusion

It's undeniable that each of your senses has an impact on the other, with each of them having a direct pathway to the brain but it seems each of these can influence the other and these messages don't always cross reference each other to provide the same conclusion! The sheer complexity of wine goes some way to answer the disparities of tasting our favourite tipple, but throw in subjective senses along with the potential for manipulation of one or more sense of the taster...and it's a pretty tricky job!

Got a story to tell about your wine tasting experiences? Get in touch at: [winesofdistinction@matthewclark.co.uk](mailto:winesofdistinction@matthewclark.co.uk) or via social media @MatthewClarkLtd

## Creating an ambience and atmosphere will have a distinct reflection on the wine being tasted.



## Up in the sky

Flavour of everything becomes manipulated in a whole host of ways once we step onto an aeroplane. Flavour is a combination of taste and smell, and unfortunately these are the first things to go when we hit 30,000 feet, our perception of saltiness and sweetness drop when inside a pressurised cabin. There are several reasons for this, lack of humidity, lower air pressure, and the background noise."

When you step on an aeroplane, the atmosphere inside the cabin affects your sense of smell first. Then, as the plane gets higher, the air pressure drops while humidity levels in the cabin plummet. At about 30,000 feet, humidity is less than 12% – drier than most deserts.

The combination of dryness and low pressure reduces the sensitivity of your taste buds to sweet and salty foods by around 30%, experience.

But it's not just about our taste buds. Up to 80% of what people think is taste, is in fact smell. We need evaporating nasal mucus to smell, but in the parched cabin air our odour receptors do not work properly, and the effect is that this makes food taste twice as bland. You may remember Heston trying to convince British Airways to hand out nasal sprays to passengers before they ate!

Psychologists are now finding that your ears can also play a part in detecting flavour. A study found that people eating to the sound of loud background noise rated food as being less salty and less sweet than those who ate in silence.

BA have also introduced soundtracks to match the taste of the food using noise-cancelling headphones, including both semantic matches such as Scottish music for Scottish fish, and more synesthetic matches designed to up sweetness.

Whilst some airlines are also investigating whether changing the cutlery might help, because when heavy cutlery is replaced with a plastic equivalent, it can make food taste worse!

Wines that on the ground taste quite fruity, suddenly taste thin, tannic and acidic, liquids expand and contract according to atmospheric pressure and therefore perhaps this is what is happening to the wine. The mid-palate is tasting less fruity as the pressure changes.

Because very low humidity changes our palate perceptions, it is probably best to drink wine early in the flight before you've dried out too much!

# Keeping your senses tip top

There's evidence that the more you seek out scents, the better you maintain your sense of smell. Apparently taking a whiff of distinct smells such as peppermint and cinnamon first thing in a morning can increase nerve stimulation, making your sense stronger.

Taste buds only live for **10-14 days.**

But they are constantly regenerating. So don't worry when you burn your tongue on some hot coffee – you'll be getting new taste buds in no time!

Dogs have nearly 44 times more scent cells than humans. "Humans have five to six million odor-detecting cells as compared to dogs that have 220 million cells," says Luong. "We have evolved to rely less on our sense of smell, while most animals have retained this sense."

Did you know that smoking can damage blood vessels in your ears?

Scent cells are renewed every **30-60 days.**

The sense of smell is the only cranial nerve – nerves that emerge from the brain and control bodily functions including eye movement, hearing, taste, and vision – that can regenerate, says Luong.

Everyone has a different amount of taste hairs, people can have anywhere between

**2,000 & 10,000**

taste buds. Yet another fascinating trait that makes each of us unique!

Women have a better sense of smell than men. It may have also evolved from an ability to find the best possible mates, or to help women better bond with and understand newborns.

# DISCOVER LOVE INSPIRE

On 8th March, we once again opened the doors at Tobacco Dock, London, for our flagship annual tasting. With over 600 wines and more than 1,200 visitors, it was a buzzing day...

## Here's just some of our highlights...



### Masters at work

We were joined by some of our industry's best...

**Marco Pierre White** – his lobster macaroni did not disappoint!

**Vitalie Taittinger** – heiress of the champagne house Taittinger, Vitalie is one of a number of women who have made a mark in the world of champagne.

**George Sandeman** – direct descendant of the company founder, George gave visitors an insight into the world of tawny port.



### Lots of funky labels

We predicted that funky labels were going to be **big this year** and we had a pretty cool selection on show...



## The Generator Bars

Back by popular demand, our Generator Bars are there to help our customers sell more wines, more profitably. New to the event this year was **The Generator Blush Bar** – dedicated to rosé, highlighting that it's not just for Summer...



### Discovering the unexpected...

**Provence rosé** – an expansion of so many styles and variety within a range of price points.

**Torre Dei Beati** – just amazing!

**The range from Shannon** – a finesse and elegance with a touch of flair!



## Future-tech

Taittinger Champagne treated our guests to an **exclusive tasting of future vintages** of their Champagne which were made especially for our tasting – this really was a once in a lifetime opportunity!



### A Prosecco welcome

Who doesn't love being greeted by a glass of Prosecco?! **This bubble certainly isn't bursting yet.**



## Food glorious food!

Our visitors definitely didn't go hungry on the day. Our friends at Paxton & Whitfield, Cannon & Cannon, Rustic Cheese, Joe & Seph's Popcorn and Big Horn Biltong served up **samples which were perfectly matched to some of our wines**. The street food lunch also went down a storm!



## Champagne is always the answer

To top off the day, we had a fantastic selection of Champagnes down in our French wine cellar. The corks on our **new range from Champagne Doyard** were popping all day!



## Last but certainly not least, our customers

The only reason we put the event on. **Thanks to everyone who came along!**



Check out the video highlights from this year's event on our YouTube page.



**Anthony Hardy**  
Sales Account Manager

It scares me to say that 2016 is my 21st year in the wine business, but every day is still exciting as the business changes and so do the available products. I've been with Matthew Clark since 2004, and although the portfolio still contains lots of old favourites, much of the range has changed to adapt to the market, the need for good

entry level, the changing taste of the end customer, and the desire to explore the weird and wonderful. We recently added around 180 new wines to our portfolio through our Autumn Release and flagship #DiscoverLoveInspire tastings, and I am pleased to include some of these awesome new products in my Starter for 10.

# Starter for 10

07 08 09  
04 05 06  
01 02 03

## 01

**Alpha Crucis Shiraz**  
(Steve Grimley 2012)  
28549 – £220.68\*

This one's a bit cheeky as its part of a case of 6 from 6 winemakers. I have chosen to highlight the wine made by Steve Grimley in particular as for me it stands out as by far the best – not that the others are at all bad. James Halliday rates this wine as 96/100 and advises to drink by 2032, but I can't be waiting that long.

A big blockbuster red, yet still refined, the complex palate has everything from fresh red berries to liquorice. One to spend time with.



## 02

**Bolla Prosecco Superiore di Conegliano e Valdobbiadene Brut**  
25992 – £11.72\*

I deliberated as to whether a Prosecco belonged here, but love it or not, you can't ignore the recent successes enjoyed by the style. However, buying Prosecco can be a minefield as demand is fast outstripping supply. I believe that if you are going to do something, do it right – so I have chosen what I believe to be our best Prosecco, from the top producing areas of Conegliano and Valdobbiadene.

Delicious flavours are supported by a wonderful mousse which invigorates the palate and is the perfect start to any party.



## 03

**Leasingham Bin 7 Riesling**  
12504 – £11.25\*

So, on to the serious stuff. Riesling is far from fashionable, but it's amazing how people love this wine – until you tell them what it is! Far from the sugary low alcohol wine people expect, this cool climate wine from the Clare Valley is rich and sophisticated, fully fermented and dry, with crisp, refreshing limes on the palate. Seriously good, and one to surprise the doubters.



## 05

**Errázuriz Aconcagua Costa Chardonnay**  
31441 – £12.58\*

Errázuriz is one of the most highly awarded wineries in the world, and they continue to create great wines which offer premium quality and outstanding value. This wine is part of a new project and is new to Errázuriz and to Matthew Clark. WOW – I have this as my best chardonnay at this price-point, and believe you me, there's a whole lot of competition.

A blend of French oak, lees aging and malolactic fermentation are used to craft a wonderfully complex wine with soft minerality and hints of vanilla leading to a lengthy finish. One I'll be revisiting regularly.



## 04

**Shannon Rockview Ridge Pinot Noir**  
31401 – £15.78\*

Once upon a time, there was a fruit farmer who decided that grapes may do well alongside his pears and apples... and this is the result. A true fairy tale, where a little family business is turning out some outstanding wines. I liked the Sauvignon, loved the Semillon, the Merlots were marvellous, but this Pinot Noir is something else. Deceptively light in colour, this beautifully balanced, slightly smoky Pinot is a wonder of cherries, spice and fresh berries. I feel like I've had my five a day.



# 06

## Rare Vineyards Cinsault Vieilles Vignes Rosé

25912 – £6.67\*

Rosé is not high on my agenda when it comes to personal consumption as I get bored of reading about "hints of strawberry" and "ripe strawberry on the palate", but when I find a good example like this, I can't resist.

Cinsault is a real workhorse grape and features in far more wines than we realise, but this example, crafted from grapes harvested from mature vines and can be proud to stand alone. The style is dry but with plenty of fruit... and no strawberries. Enjoy with food or on your own. Very drinkable.



# 07

## Pecorino Abruzzo, Giocheremo con I Fiori, Torre dei Beati

29961 – £12.19\*

This wine is quite a mouthful in both name and style. The label was painted by the owners' daughter and is certainly eye catching. Pecorino is notoriously low yielding and was thought to have died out, being rediscovered in the 1980s.

This wine is made with grapes from high altitude vineyards where a combination of sunny days and cool nights leads to a rich concentration of flavours.

Unoaked, this is a true expression of the grape with herbs, citrus and a drop of honey. A fine addition from our Autumn Release and a great alternative to Gavi and Alberino.



# 08

## Les Collines de Laure Blanc, Jean-Luc Colombo

31533 – £9.34\*

Another great addition from our recent product launch was this blend of Rolle (Vermentino), Viognier & Sauvignon Blanc. Amazingly this is the closest we get to a Sauvignon on my list, but you try picking just 10! This is a curious but intriguing blend which works amazingly well, with the zestiness of the Rolle being perfectly complimented by the stone-fruit Viognier and the fresh, racy Sauvignon.

I'd love to have been a fly on the wall when this was put together as an idea. Oh, and the length... I'm still tasting it.



# 10

## Kleine Zalze Vineyard Selection Malbec

31447 – £10.93\*

Malbec is in huge growth at the moment and Argentina would usually be my destination of choice. However this is a wine for which I had high expectations and I was not to be disappointed.

The constant innovations at Kleine Zalze are setting them apart from the competition, with this Malbec being a great addition to the favourably priced Vineyard Selection range. A blend of grapes from cool and warmer areas, aged in French barrels, the end result is soft and velvety with fresh mulberries and juicy plums, finished with a dollop of vanilla ice cream.



# 09

## Jacquart Brut Mosaïque

31092 – £24.35\*

I have a bit of a reputation when it comes to Champagne, so when I hear we are getting a new agency – I'm very excited. Jacquart use around 40% Chardonnay in the blend with equal parts Pinot Noir and Pinot Meunier completing the package.

To my palate, this is the right blend, and with good quality grapes and a good measure of reserve wines, the balance of flavours is perfect. Expect fresh pears, almonds and brioche.



Sadly that's the end... though it would be easy to go on.

# It's time to awaken your WINE WANDERLUST

The massive variety of wine on offer can be overwhelming and often leads consumers to just picking the same glass or bottle that they already know, over and over again.

If you want to encourage consumers to step out and try something new and give your staff the opportunity to upsell, then keep reading – we've taken some wine list staples and looked at numerous alternatives.

## Marlborough Sauvignon Blanc

Fresh and vibrant; a must on nearly every wine list in the UK thanks to its ever increasing popularity. However, too much of a good thing can become a bit dull - why not add one of the following to your list to encourage New Zealand Sauvignon Blanc aficionados to try something new...

### Château Reynon Sauvignon Blanc, Bordeaux

29595 – £12.27\*

An unoaked, white Bordeaux that is richly textural with delicious aromatic and floral notes and a great mineral finish.



### Soellner Wogenrain Grüner Veltliner, Austria

22476 – £10.30\*

A biodynamic wine from Wagram, Austria has many of the style factors of Sauvignon Blanc; great citrus freshness and herby dryness, and works well with all the same foods – fish, spring vegetables, pasta.



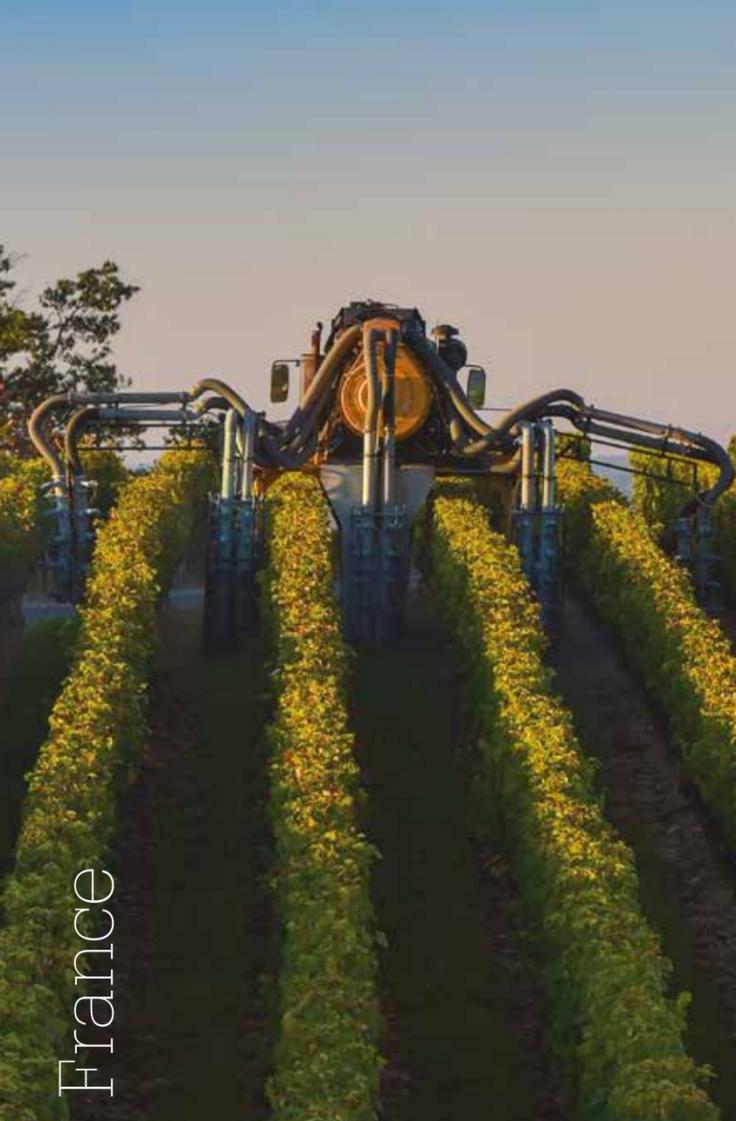
### Te Awa Left Field Sauvignon Blanc, New Zealand

29083 – £10.04\*

But if New Zealand Sauvignon Blanc is really your thing, then try one from Nelson. It is similar to Marlborough Sauvignon, strongly aromatic with a crisp vibrancy to the finish; but shows more complex fruity aromas of passion fruit, nectarine and lemongrass.



New Zealand



## Italian Pinot Grigio

Light, crisp and easy to drink – Pinot Grigio has soared in popularity in recent years and according to Wine Intelligence is the second most popular variety with regular UK wine drinkers<sup>1</sup> with Pinot Grigio volume and value +5% in the on trade<sup>2</sup>.

### Errazuriz Pinot Grigio, Chile

31443 – £9.10\*

this Chilean Pinot Grigio has the classic pear and apple aromas but with a refreshing savouriness – a very versatile wine that is a great aperitif or paired with food.



### Pulpo Albariño – Rías Baixas, Spain

29917 – £09.22\*

This is very easy to drink, its saline minerality and aromas of peach and apricot give this wine a lovely intensity



### Pinot Grigio Collio Sant' Helena, Fantinel, Italy

14083 – £11.37\*

A premium quality example of this famous grape! Fantinel selects the best grapes from its Collio vineyards in Italy to make this excellent wine. A wine that shows intense fruity aromas, flavours and a rich, structured palate.



1. Wine Intelligence, Vinitrac UK, Aug '13, no 1019, June '15 no 1000 UK regular wine drinkers  
2. CGA last 12 months to 04/10/2015



## Argentinean Malbec

Originating in France, Malbec now plays a large role in Argentinian wine production and has increased 20% in popularity with UK regular wine drinkers in the last year. If you want to offer some alternatives why not try:

### Élevé Malbec, France

28385 – £6.73\*

This wine is from Malbec's original home in South-West France. Velvety, fruit-driven wine is lighter in style than Argentinean Malbec but still has its characteristic spicy palate.



### Veramonte Carmenère Reserva, Chile

24493 – £7.75\*

A great alternative to Malbec is Carmenère as it has the same richness and spice. Ours, from the Colchagua Valley, Chile is a great example. Ripe black fruits with a spicy finish.



### Salentein Primus Malbec, Argentina

25085 – £26.98\*

If you love Argentinian Malbec make sure you try one from the Uco Valley, the vines here are high altitude which gives the wines elegance and finesse. Try this Malbec which is made from low-yielding vines at 1,150 metres above sea level.



## Chardonnay

Chardonnay has many forms; from the lean and mineral to rich and toasty.

### Marqués de Cáceres 'Deusa Nai' Albariño, Spain

31246 – £10.19\*

An alternative to Chablis is Albariño, it is not as complex but does have the same refreshing minerality.



### Rare Vineyards Marsanne-Viognier, France

23884 – £6.67\*

Another good alternative to white Burgundy is Viognier, our Rare Vineyards Marsanne-Viognier from France has an emphasis on its fresh, lively citrus fruit backed by notes of peach and a soft rounded finish.



### Chante-Alouette from M.Chapoutier, France

28347 – £44.40\*

For oaked Chardonnay with its buttery, toasty aromas and flavours why not make a change and try Hermitage Blanc. This wine is made from 100% Marsanne and its complex aromas of walnut, honey and acacia work in perfect harmony with its mineral palate.



## Rioja Blends

Many people think that blends aren't as good as good as their single varietal counterparts, however Rioja blends, which are often Tempranillo dominant are as popular as ever amongst consumers. If you want to offer alternatives to this go-to wine choice why not try:

### Châteauneuf-du-pape, Les Cornalines, France

27266 – £16.37\*

From France, this powerful wine has a great bouquet full of black fruits and spice with hints of vanilla and mocha.



### Les Hipsters Barbe, France

31633 – £9.85\*

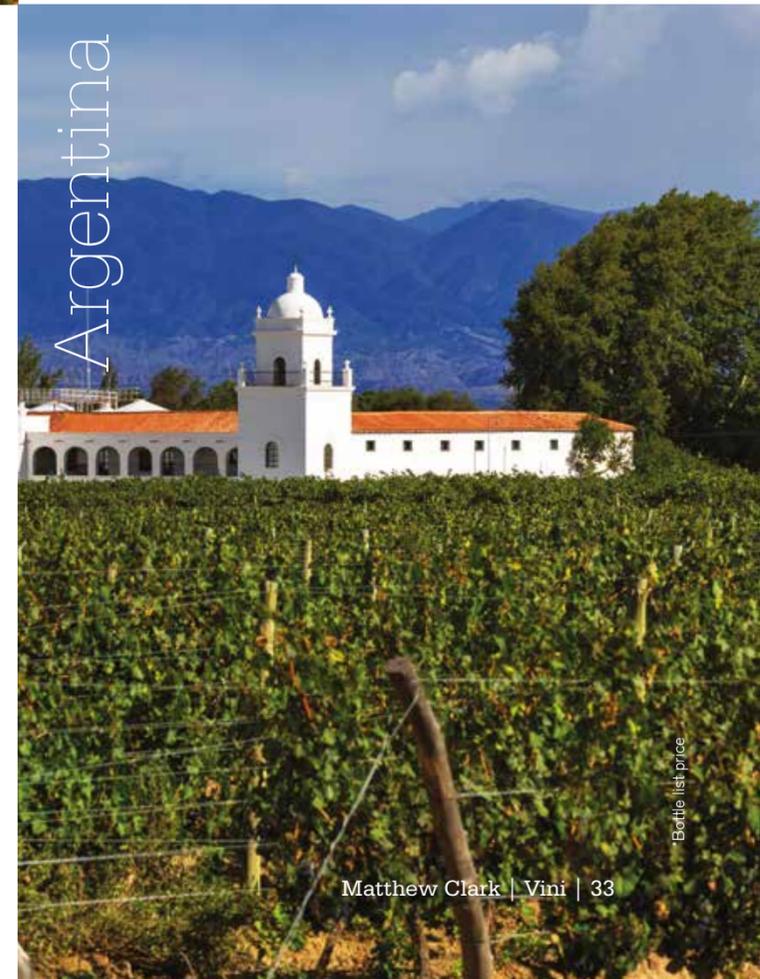
This is an off-the-wall cuvee from Château de Barbe, Bordeaux; its chiselled tannins and well-structured palate make it the perfect pair to rich vegetable dishes or roast duck.



### Viña Real Reserva, Rioja, Spain

24677 – £16.19\*

If you want to stick with Rioja why not try an older Rioja. This is gorgeously fragrant with warm spice and elegant toasty oak aromas. The additional ageing has beautifully integrated the vanilla with the raspberry fruit producing a complex wine with great length.



# VIÑA POMAL

## A PAST WITH PROMISE FOR THE FUTURE

La Rioja has to be Spain's most famous wine region, with its winemaking culture tracing back to the Roman period, it is immersed in history, and today's producers are proud of their rich heritage.

**When your wines stem from a region steeped with history, how do you keep them appealing to fresh generations?**

Established in 1901, Bodegas Bilbaínas is one of the oldest estates and the oldest bottler in Rioja, and Viña Pomal is their flagship label. With the largest vineyard holding in Rioja Alta; over 600 acres which contrasts dramatically with the average for the region: one acre; Bodegas Bilbaínas is one of the few estates in Rioja to have its own vineyards surrounding the winery.

2016 sees a big change for Viña Pomal; they are radically changing its communication strategy; 'Call me Classic' is a new advertising campaign launching across Spain. Centred on the intrinsic values of Viña Pomal, 'a classic, elegant and traditional brand that perfectly fits in with the trend among today's consumers to seek out and recover their origins within the context of renewed traditions'.



The young British model, Ricki Hall, one of today's most influential hipster models personifies the image of a wine that is setting the trend once again, with the aim of bringing the brand closer to a younger target audience.

**Natalia Gómez, brand manager of Bodegas Bilbaínas,** is clear about one thing: "We have created a new campaign, which respects the classic essence of Viña Pomal, which we are very proud of, whilst adopting a much more modern attitude and a look targeted at trend setters".

The visual is a positive contradiction of classic vs hipster. We see a man tattooed who likes good quality products, the basics done well you might say. He has good taste.

The image suggests 'Viña Pomal is a classic. We are proud of it. If drinking Viña Pomal means being classic...then, call me classic' and steeped in its hundred year heritage, it seems they have every right to make these claims.

It's true that classic products sit on top of everything: not only do they have history, but they represent a reference for quality and manufacturing standards. It's fair to say Rioja has almost become a brand within its own right in today's market and this allows for the wealth of beautiful wines from the region.

At Viña Pomal they relish their pride of being a classic, 100 year old brand, which has elegantly evolved through the years whilst maintaining and developing excellent quality.



**Diego Pinilla Navarro is the Head Winemaker at Viña Pomal.**

His desire to instigate improvements drives his philosophy; as he puts it, 'Although Viña Pomal is one of the oldest estates in Rioja, we never rest on our laurels. We are constantly advancing our winemaking and viticultural techniques to offer wines which meet the needs of today's consumer, whilst ensuring we remain true to our roots.'

Their heritage is brought to life in their most recent campaign, and it's all so fitting.

At first I thought perhaps they were cashing in on the 'hipster' trend but actually, when you really get under the skin of the winery and the ethos they live by the campaign really does bring to life their full heritage. It's all so fitting and works with style and charm, just like the wines.

Obviously, I had to remind myself of these wines whilst writing about them, after trying the most recent vintages and being swept up in the world of Viña Pomal... I guess you could call me classic!

**Viña Pomal, 'a classic, elegant and traditional brand that perfectly fits in with the trend among today's consumers to seek out and recover their origins within the context of renewed traditions'**

**Viña Pomal Viura-Malvasía Rioja Blanco**  
28262 £8.27\*

A blend of Viura and Malvasía Riojana (the local variety of Malvasía) grapes fermented in American oak barrels and allowed lees contact for about four months to increase the rich mouth-feel and spice element. Rich with an aromatic citrus and white fruit character.

**Viña Pomal Centenario Rioja Crianza**  
28263 £9.12\*

Made from 100% Tempranillo grapes grown in traditional, low-density, bush vine trained vineyards. Deep Morello-cherry red with violet hues; black fruit, liquorice and subtle mineral notes. Cocoa and toasty notes from barrel ageing; supple and balanced with a refreshing finish.

**Viña Pomal Centenario Rioja Reserva**  
28265 £12.74\*

Aged for 18 months in American oak barrels followed by two years ageing in bottle. Ruby-red in colour, the nose shows intense red fruit with ageing notes of truffle and vanilla.

\*Bottle list price

# What has Wine Expression® ever done for us?

By Simon Haywood

Well ... apart from providing a better idea as to what a wine tastes like, allowing a comparative switch and encouraging experimentation, assisting consumers to locate wines that they like ... and stay away from those that they don't, providing a framework for a wine list arranged by style, making food matching a little simpler, helping with staff training, removing the risk from purchasing decisions and driving profits ... what has Wine Expression ever done for us?

... apologies to Monty Python!

A good example of 'taste guides' limitations is shown up when a wine is oaked; just after the millennium this was a big issue, many consumers were rejecting Chardonnay ... with the 'abc', anything but Chardonnay, movement in full swing. This was a consumer backlash aimed at Chardonnay, built on the heavily-oaked (often chipped) wines mainly from Australia, now thankfully subdued. Understanding a wine's dryness level would not answer the question as to how heavily a wine was oaked. Incidentally, it was about this time that the popularity of the unoaked wines made from Pinot Grigio rapidly increased ... not a coincidence.

As well as with oaked wines, consumers often have polar views on aromatic wines, including Sauvignon Blanc, or the more neutral wines made from grapes like Pinot Grigio; again a simple dryness guide does not give any direction as to differentiate between the two.

When I was asked to pull together a short series on Wine Expression for Vini, I thought back to 2003 and the reasons, why and how, Wine Expression was developed.

At the time, I was constantly getting asked to help with food matching for customer training guides and also to suggest a better way to explain what any particular wine tastes like ... you see at that point in time, the only tool we had was the ubiquitous 'taste guide'. Whilst the 'taste guide' provides information as to the dryness level of whites and the weight of reds, it didn't really give much information as to what they taste like.

If more direction as to what a wine tasted like can be given, it becomes easier to suggest food matches that might work well. This naturally leads on to a structure for training and of course, fundamentally, a wine list that can be more easily interpreted by the customer.

Developing the Wine Expression styles took some time; I remember at one point I had twenty-seven different styles of white wine ... that was never going to work. I also remember feeling slightly disillusioned, as I compressed these styles down to just four. Yet, four seemed to offer enough differentiation of styles, even if some inevitable shoe-horning of wines into categories had to take place, whilst not becoming overcomplicated for the consumer. Four red styles were also developed to complement the whites.

The development of icons for each style followed; as did a food and wine pairing guide. Finally, we trademarked Wine Expression for use by ourselves and our customers, to describe Matthew Clark wines on consumer-facing wine lists.

Since we introduced Wine Expression we have been delighted as to how well it has worked: providing structure on wine lists and reducing the consumers' perceived risk when selecting wines has resulted in sales growth, both in terms of volume and value, for many of our customers.

Over the years the trade press and key individuals have championed this 'style' approach, perhaps the most notable was in 2008 when Gérard Basset OBE MW MS, the world's most qualified sommelier, published his research into how to arrange a wine list for his MBA (Imbibe Nov/Dec 2008). He concluded that customers prefer wine lists arranged by either type and taste (style) or by food matching and felt that a list laid out geographically 'indicated that the restaurant knew the least about wine'.

Recently we reviewed Wine Expression, alongside minor tweaks to the language, we created two new expressions. It became obvious to us that both improvements over the years to our portfolio and developing consumer palates required representation.

The two new style categories are 'Elegant, intricate, mineral-laced whites' and 'Sophisticated, polished, complex reds'; these should give us a more comfortable home for those wines, generally from northern Europe, that may have been 'squeezed' into other categories.

# Whites and rosé



## Dry, refreshing, delicate, light whites

These unoaked wines are often made from grapes such as Pinot Grigio or Chardonnay grown in cooler regions, they tend not to be too costly and are not particularly complex. They are flexible food wines and partner delicately flavoured seafood dishes, grilled chicken and simple salads well.



## Zesty, herbaceous or aromatic whites

Certain white varieties, including Sauvignon Blanc or Gewürztraminer, produce wines with noticeable high levels of aromatics; compounds that smell of flowers or strongly scented foliage, such as currant leaves. They work well with fish, green herbs, goats' cheese and more fully flavoured chicken and pork dishes.



## Elegant, intricate, mineral-laced whites

A category generally populated with wines from warmer climates; made from a wide variety of grapes, including the popular Chenin Blanc and Chardonnay or lesser known Grillo and Viosinho. They all share a palate which seems a touch fruitier than other whites and partner more fuller flavoured and slightly sweet dishes well; such as, Thai fish cakes, paella or pork with a rich fruity sauce.



## Juicy, fruit-driven, ripe whites

A new category, introduced to elaborate on the unoaked wine classifications, providing a home for well-structured wines showing length, complexity and the sought after minerality that seems to be found in many top wines. These are great wines for fine dining situations, they will not overawe delicate and complex dishes, but should add to the experience.



## Full-flavoured, nutty, oaked whites

These wines show an attractive balance between fruit and oak, but the oak is unashamedly on show. The oak will have been new, to some degree, and the wine may have been barrel fermented; either way there are probably spicy notes, such as vanilla on the finish. The most full-flavoured whites are great with richly flavoured dishes or those with butter, cream or truffle sauces.



## Dry, elegant rosés

The driest category of rosé and the most suitable for pairing with food; they are extremely flexible with pasta and Mediterranean dishes, fish or chicken.



## Rich, fruity rosés

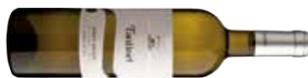
These rosés have high levels of residual sugar and relatively low acidity levels, often they are made from Zinfandel, and often they are made in warm climates. They are a challenge to match with food and make better bar wines than food wines.



### Pinot Grigio Grave del Friuli, Borgo Tesis, Fantinel

20827 £7.77\*

A well-structured, straw-gold example of this popular variety that is very much at home on the gravelly plains to the south of the eastern 'arm' of the Alps. Shows ripe apple with peach and pear notes palate. Unoaked, the finish is refreshing and flavoursome.



### Sancerre Blanc, Domaine Vacheron

27150 £19.61\*

Sauvignon Blanc grapes from vineyards on the region's three different soils - flint, chalk and pebbles (cailloux) - are used to make this unoaked wine which undergoes lees maturation. Flowery, fragrant nose redolent of gooseberries; dry on the palate; balanced with a good intensity of flavour.



### Nederburg The Manor Chenin Blanc, Western Cape

29101 £6.64\*

The grapes were hand-harvested from trellised and bush vineyards across the Western Cape. Fermentation takes place in stainless steel at low temperature and the wine is aged for five months on the fine lees. Fresh and crisp with aromas of pineapple, peach and guava; well-balanced with delicate layers of ripe fruit on the finish.



### Riesling Alsace Grand Cru Eichberg, Domaine Zinck

27144 £20.79\*

Located in Eguisheim, the calcareous clay soil of the Eichberg Grand Cru vineyards develops rich, opulent wines built on solid minerality. The nose of the wine is precise and elegant; marked by a high degree of minerality, it suggests fresh notes of grapefruit, lemongrass and flint. On the palate, the wine proves to be lively and chiselled; this Riesling is completely dry with a vivacious character.



### Abbotts & Delaunay Zephyr Chardonnay, Limoux

31834 £16.36\*

Hand-picked, the grapes are pressed, the juice cold settled and fermented in barrels; 70% of the wine goes through a malolactic fermentation; prior to ageing for eight months in French oak barrels, 30% new. Green-gold, the nose shows apricot, preserved lemon with white flowers, backed by a vanilla spice; the palate is complex, rich, yet fresh.



### Portillo Malbec Rosé, Uco Valley, Mendoza

24553 £8.09\*

Highly aromatic with its ruby-red hints, this rosé offers up fruit aromas of cherry, strawberry and raspberry. Unoaked, the palate finishes crisply with lingering fruit notes.



### Wicked Lady White Zinfandel, California

31623 £5.85\*

Medium-sweet rosé made using Zinfandel grapes from warm Californian vineyards. The juice from the crushed grapes spends a short time in contact with the skins which gives the wine a salmon-pink colour. Shows red-fruits on the rich, juicy palate.



Look out for the next edition, which will feature how Wine Expression can aid food and wine pairing; building a wine list by style and the red and dessert wine style categories.

# Did you know...

We were voted 'Best Drinks Supplier' in the Chef's Choice Awards again, for the 2nd year running. Thank you to all you amazing chefs that voted for us.

We've got a dedicated team of Wine Development Specialists who spend every day working with our customers to develop their wine offering – tasting, training and show casing new wines and so much more!

We've won "Best National Wine supplier" in the PMA's Publican Choice Awards

We've been awarded 'Fine Wine Merchant of the year' by the Sommelier Wine Awards. Very proud!

Did you know we have over 400 wines which are exclusive to the On-Trade

Our boutique beer range has over 80 hand picked products from around the world

We offer next day delivery if you order before 1pm

You can get your statements and invoices online

We offer a free menu engineering service for our customers?

We won over 650 awards for our wine range in 2015

We have over 4000 products for you to choose from

We offer single bottle picking

We offer free delivery

We ensure every member of our sales team are put through WSET training

You can place your orders online

We have over 100 ciders to choose from

## Competition

### #WineMoments

To celebrate some of the events and moments that have shaped the world of wine, or made it just that little bit more interesting we are asking, you, our customers to **share with us your very favourite wine moments in the On-Trade.**

Whether it be something every day, such as introducing a customer of yours to a delicious new bottle of wine, or the moment you decided to open up your restaurant? Whatever it may be, we would love to hear about it.

Each month we'll be selecting our favourite '**Moment of the Month**' and giving away wines from our brand new list. Use **@MatthewClarkLtd** & **#WineMoments** to tell us.

Do you have passion, enthusiasm or something interesting to share with the wine geeks?

Would you like to share the success of your outlet with our readers?

Want to share how your passion for wine began?

Do you have a wine hero in your outlet you'd like to put forward for a feature in Vini?

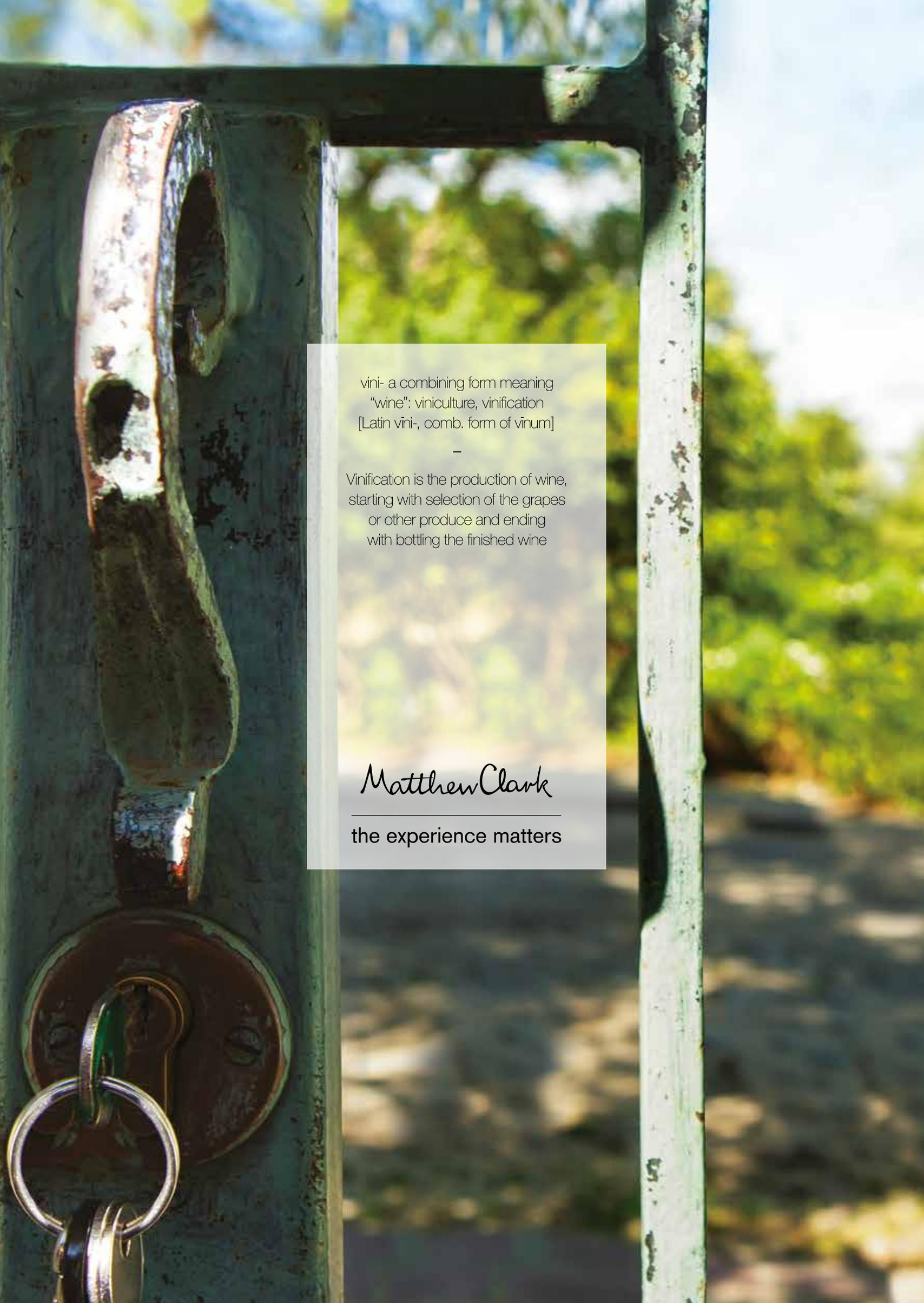
## Get in touch

Get in touch with us via social media:



give us a bell on:  
0344 822 3910

Or drop us a line at:  
[winesofdistinction@matthewclark.co.uk](mailto:winesofdistinction@matthewclark.co.uk)



vini- a combining form meaning  
“wine”: viticulture, vinification  
[Latin *vīni-*, comb. form of *vīnum*]

—

Vinification is the production of wine,  
starting with selection of the grapes  
or other produce and ending  
with bottling the finished wine

*Matthew Clark*

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the experience matters