

GLOSSARY OF TERMS

Acidity: A naturally occurring component of every wine; the level of perceived sharpness; a key element to a wine's longevity; a leading determinant of balance.

Alcohol: The end product of fermentation; technically ethyl alcohol resulting from the interaction of natural grape sugars and yeast; generally above 12.5% in dry table wines.

Alsace: A highly regarded wine region in eastern France renowned for dry and sweet wines made from Riesling, Gewürztraminer, Pinot Blanc, Pinot Gris and others.

Amarone: A succulent higher-alcohol red wine hailing from the Veneto region in northern Italy; made primarily from Corvina grapes dried on racks before pressing.

AOC: Appellation d'Origine Contrôlée, a French term for a denominated, governed wine region such as Margaux or Nuits-St.-Georges.

Apéritif: An alcoholic beverage consumed before a meal to stimulate the appetite, such as sparkling and fortified wines.

Aroma: A scent that's a component of the bouquet or nose; i.e. cherry is an aromatic component of a fruity bouquet.

Astringent: The tannins, or acid, or combination that leaves a mouth-drying feeling. Tannin will usually decrease with age. A little bit of astringency is to be expected in robust, rich, full-bodied red wines.

AVA: American Viticultural Area; a denominated American wine region approved by the U.S. Bureau of Alcohol, Tobacco and Firearms.

"Wine makes daily living easier, less hurried with fewer tensions and more tolerance."

*Benjamin Franklin (1706-1790),
American publisher and diplomat.*

"A bottle of wine begs to be shared; I have never met a miserly wine lover."

*Clifton Paul Fadiman (1902-1999),
intellectual, author, and radio
personality.*

Bacchus: The Roman god of wine, known as *Dionysus* in ancient Greece; a hybrid white grape from Germany.

Balance: The level of harmony between acidity, tannins, fruit, oak, and other elements in a wine; a perceived quality that is more individual than scientific.

Balthazar: Champagne or wine bottle with a 12-liter capacity.

"A bottle of wine contains more philosophy than all the books in the world."

*Louis Pasteur (1822-1895),
French microbiologist and chemist*

Barrel aged: Wines that are fermented in containers such as stainless steel, and then placed into wooden barrels for maturation. It may also refer to wines that are both fermented and aged in the barrel.

Barrel fermented: A process by which wine (usually white) is fermented in oak barrels rather than in stainless steel tanks; a richer, creamier, oakier style of wine.

Barrique: French for "barrel," generally with a capacity of 225 liters (equal to 300 bottles).

Batonnage: Stirring the lees with a stick to increase flavor extraction.

Beaujolais: A juicy, flavorful red wine made from Gamay grapes grown in the region of the same name.

Beaujolais Nouveau: The first Beaujolais wine of the harvest; its annual release date is the third Thursday in November.

Big: Used to describe wines that are very full or very intense.

Blanc de Blancs: The name for Champagne made entirely from Chardonnay grapes.

Blanc de Noirs: The name for Champagne made entirely from red grapes, either Pinot Noir or Pinot Meunier, or both.

Blend: The process whereby two or more grape varieties are combined after separate fermentation; common blends include Côtes du Rhône and red and white Bordeaux.

Blush: A wine made from red grapes but which appears pink or salmon in color because the grape skins were removed from the fermenting juice before more color could be imparted; more commonly referred to as *rosé*.

Bodega: Spanish for winery; literally the "room where barrels are stored."

Body: The impression of weight on one's palate; light, medium and full are common body qualifiers.

Bordeaux: A city on the Garonne River in southwest France; a large wine-producing region with more than a dozen subregions; a red wine made mostly from Cabernet Sauvignon, Merlot and Cabernet Franc; a white wine made from Sauvignon Blanc and Sémillon.

Botrytis cinerea: [boh-TRI-tihs sihn-EHR-ee-uh] A beneficial mold that causes grapes to shrivel and sugars to concentrate, resulting in sweet, unctuous wines; common *botrytis* wines include French Sauternes, Hungarian Tokay, and German *beerenauslese*.

Bouquet: The sum of a wine's aromas; how a wine smells as a whole; a key determinant of quality.

Breathe: The process of letting a wine open up via the introduction of air. (see also **Decant**)

"My manner of living is plain and I do not mean to be put out of it. A glass of wine and a bit of mutton are always ready."

*George Washington (1732-1799),
first President of the United States.*

"In Europe we thought of wine as something as healthy and normal as food and also a great giver of happiness and well being and delight. Drinking wine was not a snobbism nor a sign of sophistication nor a cult; it was as

Bright: A wine can be visually bright, have bright aromas, or flavors. In each instance the wine is perceived vividly.

Brix: A scale used to measure the level of sugar in unfermented grapes. Multiplying brix by .55 will yield a wine's future alcohol level.

Brut: A French term ("very dry") used to describe the driest champagnes, ciders, or sparkling wines — with less than 15 grams of sugar content per liter.

Brut nature: Totally dry, i.e.: 0 grams of sugar content per liter.

Burgundy: A prominent French wine region stretching from Chablis in the north to Lyons in the south; Pinot Noir is the grape for red Burgundy, Chardonnay for white.

Cabernet Franc: A red grape common to Bordeaux; characteristics include an herbal, leafy flavor and a soft, fleshy texture.

Cabernet Sauvignon: A powerful, tannic red grape of noble heritage; the base grape for many red Bordeaux and most of the best red wines from California, Washington, Chile and South Africa; capable of aging for decades.

Cap: Grape solids like pits, skins and stems that rise to the top of a tank during fermentation; what gives red wines color, tannins and weight.

Carbonic maceration: A process commonly used with young fruity wines such as Beaujolais Nouveau, where grapes at the bottom of the vat are gradually crushed under pressure from the top grapes, releasing CO₂ to ferment the top grapes in their skins.

Cava: Spanish for "cellar," but also a Spanish sparkling wine made in the traditional Champagne style from Xarello, Macabeo and Parellada grapes.

Cave: Basement, cellar, wine cellar.

Caveau: A wine-tasting cellar.

natural as eating and to me as necessary."

*Ernest Hemingway (1899-1961),
American author, from A Moveable
Feast.*

"Hide our ignorance as we will, an evening of wine soon reveals it."

*Heraclitus of Ephesus (ca. 535-475
B.C.),
Greek philosopher.*

Cave à vin: Wine cellar, wine storage cabinet.

Cépage: Variety of vine. Some well-known varieties include: Cabernet-Sauvignon, Chardonnay, Gamay, Grenache, Merlot, Pinot Noir, Riesling, Syrah, etc.

Chablis: A town and wine region in the northernmost sector of Burgundy (east of Paris) known for steely, minerally Chardonnay. The name "Chablis" has also been used on bottles of generic-quality American-grown white wine with no connection to the French region

Champagne: A denominated region northeast of Paris in which Chardonnay, Pinot Noir and Pinot Meunier grapes are made into sparkling wine. Also the name of sparkling wine which is made by the *méthode champenoise*.

Chaptalization: The process of adding sugar to fermenting grapes in order to increase alcohol.

Character: A description when the wine is perceived as being solid and having substance.

Chardonnay: Dry white table wine resembling Chablis but made from Chardonnay grapes. Arguably the best and most widely planted white wine grape in the world.

Château: French for "castle"; an estate with its own vineyards. However, not all wine producers using *Château* on their wine labels actually have a castle.

Chenin Blanc: A white grape common in the Loire Valley of France.

Chianti: A scenic, hilly section of Tuscany known for fruity red wines made mostly from Sangiovese grapes.

Claret: *n.m.* — A light red or deep rosé wine. *adj.* Ruby-red (color of claret wine).

Claret: An English name for dry red Bordeaux or Bordeaux-like wine.

Clarity: Refers to the cloudiness or sediment in a wine.

Classification of 1855: A system of classifying the quality of France's best Bordeaux wines, requested from wine industry merchants by Napoleon III for the benefit of

visitors to the 1855 *Exposition Universelle de Paris*. The result was the Bordeaux Wine Official Classification of 1855.

Clos: Pronounced "cloh," this French word once applied only to vineyards or orchards surrounded by walls, but now can connote any wine brand, vintner, or estate — as in *Clos Pitois*, *Clos Saint Martin*, etc.

Color: A key determinant of a wine's age and quality; white wines grow darker in color as they age while red wines turn brownish orange.

Compact: Used when a wine is intense, but not full.

Complex: Describes a wine with multiple layers of flavors and bouquet that are well balanced. A common attribute of a classic wine.

Cooperative: A winery owned jointly by multiple grape growers.

Corked wine: A wine with musty, mushroomy aromas and flavors resulting from a cork tainted by **TCA**. The presence of TCA can be caused by the cork tree's exposure to pesticides, or by the chlorine bleaching process used to sterilize corks. The latter cause has led to the increasing adoption of methods such as peroxide bleaching.

Crianza: A Spanish term for a red wine that has been aged in oak barrels for at least one year.

Crisp: The acidity gives the wine a clean feel in your mouth. Often crisp wines are light in body.

Cru: A French term for ranking a wine's inherent quality, i.e. *cru bourgeois*, *cru classé*, *premier cru* and *grand cru*.

Cuvaison: Maceration of the grape skins during fermentation of red wine in order to transfer aroma, color, and tannin to the wine.

Cuve: A vat or tub used for winemaking.

Cuvée: A specific vat of wine selected for its quality.

Cuver: *v.* To ferment wine in a vat. Also: *expr.* To sleep off (~ son vin / one's drunkenness).

Cuvier: The building within a château where the wine is made.

Decant: The process of transferring wine from a bottle to another holding vessel. The purpose is generally to aerate a young wine or to separate an older wine from any sediment.

Deep or Depth: Describing wines with layers of taste. Often refers to a more mature wine.

Demi-sec: Although the literal translation is "medium-dry", a sparkling wine with this description is actually fairly sweet, with 33 to 50 grams of sugar content per liter. Demi-sec wines were particularly popular during the 18th century.

Denominación de Origen: Spanish for "appellation of origin"; like the French AOC or Italian DOC.

Denominazione di Origine Controllata: Italian for a controlled wine region; similar to the French AOC or Spanish DO.

"To take wine into our mouths is to savor a droplet of the river of human history."

*Clifton Paul Fadiman (1902-1999),
intellectual, author, and radio
personality.*

Destemming: The process of removing grape stems prior to fermentation, to avoid adding tannins from the stems to the wine. (*fr. égrappage*)

Dilute: A description of a wine whose aromas and flavors are thin and watery.

Disgorge: The process by which final sediments are removed from traditionally made sparkling wines prior to the adding of the dosage.

Domaine: A French term for a wine estate.

Dosage: A sweetened spirit added at the very end to Champagne and other traditionally made sparkling wines. It determines whether a wine is brut, extra dry, dry or semisweet. (*fr. liqueur de tirage*)

Double Magnum: Wine bottle with 3-liter capacity.

Douro: A river in Portugal as well as the wine region famous for producing Port wines.

Dry: A wine containing no more than 0.2 percent unfermented sugar. Also a subjective term. Opposite of sweet. It can describe wines with a rough feel on the tongue.

Dull: Lacking liveliness and proper acidity; uninteresting. It may be applied to appearance, taste, or aromas.

Earthy: A term used to describe aromas and flavors that have a certain soil-like quality. A bit of earthiness can be appealing; too much makes the wine coarse.

"It is the hour to be
drunken! To escape being
the martyred slaves of time

Charles Pierre Baudelaire
(1821-1867)

Elegance: Characteristic of wines that express themselves in a fine or delicate manner, not intense.

Enology or œnology: The science of wine production; an enologist (œnologist) is a professional winemaker; an enophile (œnophile) is someone who enjoys wine.

Extra Brut: The very driest sparkling wine, with sugar content of 0-6 grams per liter.

Extra Dry: A type of champagne sweeter than Brut

Feuillette: A great barrel (*grand tonneau*). In wine making, a half-sized cask with capacity ranging from 114 liters in Côte d'Or and Saône-et-Loire, to 132-136 liters in Yonne.

Fermentation: The process by which sugar is transformed into alcohol; how grape juice interacts with yeast to become wine.

Fillette: Charming name used in the Val-de-Loire and Paris, describing a bottle with a 35-centiliter capacity.

Filtration: The process by which wine is clarified before bottling.

Fining: Part of the clarification process whereby elements are added to the wine, i.e. egg whites, in order to capture solids prior to filtration.

Finish: The total impression of a wine after you have swallowed it. A long finish is preferred.

Fleshy: Fatness of fruit; big, ripe.

Flinty: Dry, mineral character that comes from certain soils, mostly limestone, in which the grapes were grown; typical of French Chablis and Loire Valley Sauvignon Blancs (Sancerre).

Flute: A narrow Champagne glass; also a narrow bottle used for Alsace wine (*fr. flûte*).

Fortified Wine: A wine in which brandy is introduced during fermentation; sugars and sweetness are high due to the suspended fermentation.

Foudre: A large oak or chestnut cask used for aging wine (mostly in Provence and Alsace), with a capacity between 150 and 350 hectoliters (3,960 to 9,240 gallons).

French oak: Oak wood from the forests of France, considered the preferred type of oak for aging most white wines.

Fruity: Aroma and/or flavor of grapes; most common to young, light wines but refers also to such fruit flavors in wine as apple, black currant, cherry, citrus, pear, peach, raspberry, or strawberry; descriptive of wines in which the fruit is dominant.

Full: A description of wines that give the impression of being large or heavy in your mouth.

Fumé Blanc: A name created by Robert Mondavi to describe dry Sauvignon Blanc.

"Restaurants are by no means the only place to have fun with wine and food, but they are the place where people seem get the most uptight about having the 'right' wine and food match."

*Andrea Immer,
Master Sommelier, author of*

Fût: An oak cask or barrel. (see **Barrique**)

Gamay: A red grape exceedingly popular in the Beaujolais region of France.

Generous: A wine whose characteristics are expressive and easy to perceive.

Gewürztraminer: A sweet and spicy white grape popular in eastern France, Germany, Austria, northern Italy and California.

Glacé: Iced.

Graceful: Describes a wine that is harmonious and pleasing in a subtle way.

Graft: A vineyard technique in which the bud-producing part of a grapevine is attached to an existing root.

Gran Reserva: A Spanish term used for wines that are aged in wood and bottles for at least five years prior to release.

Grand Cru: French for "great growth", denotes the very best vineyards.

Grapy: Characterized by simple flavors and aromas associated with fresh table grapes; distinct from the more complex fruit flavors (currant, black cherry, fig or apricot) found in fine wines.

Green: A term used to describe underripe, vegetal flavors in a wine.

Grenache: A hearty, productive red grape popular in southern France as well as in Spain, where it is called Garnacha.

Gris: A very pale rosé color.

Hard: Firm; a quality that usually results from high acidity or tannins. Often a descriptor for young red wines.

Harmonious: Well balanced, with no component obtrusive or lacking.



"Great Wine Made Simple"

Harsh: Used to describe astringent wines that are tannic or high in alcohol.

Haut: A French word meaning "high." It applies to quality as well as altitude.

Hectare: A metric measure of area equal to 10,000 square meters or 2.47 acres.

Hectoliter: A metric measure equal to 100 liters or 26.4 gallons.

Herbaceous: An aroma or flavor similar to green; often an indication of underripe grapes or fruit grown in a cool climate.

Herbal: Having aromas and flavors that suggest herbs.

Hollow: A term used to describe a wine that doesn't have depth or body.

Hybrid: The genetic crossing of two or more grape types; common hybrids include Müller-Thurgau and Bacchus.

Ice wine: From the German *eiswein*, this is a wine made from frozen grapes; Germany, Austria and Canada are leading ice wine producers.

Imperial: Wine bottle with a 6-liter capacity.

Intense: Wines that express themselves strongly. How strong is the aroma or flavor in relation to the total expression?

Jeroboam: Champagne bottle with a 3-liter capacity (equal to four standard 750ml bottles), or wine bottle with a 4.5-liter capacity (equal to six standard 750ml bottles). There are also some 5-liter Jeroboams.

"Wine is a part of society because it provides a basis not only for a morality but also for an environment; it is an ornament in the slightest ceremonials of French daily life, from the snack to the feast, from the conversation at the local café to the speech at a formal dinner."

Kabinett: A German term for a wine of quality; usually the driest of Germany's best Rieslings.

*Roland Barthes (1915-80),
French semiologist. Mythologies,
"Wine and Milk" (1957; tr. 1972).*

Kosher wine: A wine made according to strict Jewish rules under rabbinical supervision.

Labrusca: Grape types native to North America such as Concord and Catawba.

Late harvest: A term used to describe dessert wines made from grapes left on the vines for an extra long period, often until *botrytis* has set in.

Leafy: Describes the a quality reminiscent of leaves. Can be a positive or a negative, depending on whether it adds to or detracts from a wine's flavor.

Lees: Heavy sediment (dregs) left in the barrel by fermenting wines; a combination of spent yeast cells and grape solids. (*fr. lie*) The expression, "*boire le calice jusqu'à la lie*" means to: (1.) drink to the bitter end; (2.) drink to the dregs.

Legs: A term used to describe how wine sticks to the inside of a wine glass after drinking or swirling. Also called *tears*.

Length: A characteristic of fine wines. The amount of time the sensations of taste and aroma persist after swallowing.

Lively: Describes wines that are crisp, fresh and fruity, bright and vital.

Loire: A river in central France as well as a wine region famous for Chenin Blanc, Sauvignon Blanc and Cabernet Franc.

Luscious: Rich, opulent, and smooth; most often said of sweet wines but also intensely fruity ones.

Maceration: The process of allowing grape juice and skins to ferment together, thereby imparting color, tannins and aromas.

Madeira: A fortified wine that has been made on a Portuguese island off the coast of Morocco since the 15th century.

Maderized: Stemming from the word Madeira, this term means oxidization in a hot environment.

Magnum: Champagne or wine bottle with 1.5-liter capacity (equal to two standard 750ml bottles).

Malbec: A hearty red grape of French origin now exceedingly popular in Argentina.

Malolactic fermentation: A secondary fermentation, often occurring in barrels, whereby harsher malic acid is converted into creamier lactic acid. **Maturation:** The aging period at the winery, where a wine evolves to a state of readiness for bottling.

Mature: A bottle of wine that is ready to drink.

Meaty: A wine with chewy, fleshy fruit; sturdy and firm in structure. It may even have the aroma of cooked meat.

Medium-dry: A term to indicate the perceived sweetness of wines that are slightly sweet.

Médoc: A section of Bordeaux on the west bank of the Gironde Estuary known for great red wines; Margaux, St.-Estèphe and Pauillac are three leading AOCs in the Médoc.

Mellow: Smooth and soft, with no harshness.

Merlot: A lauded red grape popular in Bordeaux and throughout the world; large amounts of Merlot exist in Italy, the United States, South America and elsewhere.

Méthode champenoise: The traditional method of making Champagne, whereby the carbonation occurs naturally during a second fermentation, rather than by injection of CO₂.

Methuselah: Champagne bottle with a 6-liter capacity.

Millésime: French for *vintage* or *year*.

Mise en bouteille: Where a wine is bottled, generally indicated on the bottle's label. Examples: *Mise en bouteille au Château* or *Mise en bouteille au Domaine*.

Minerally: Having flavors or aromas suggestive of minerals. It may be described as chalk, iron, etc.

Moelleux: Sweet, mellow.

Moldy: Wines with the smell of mold or rot, usually from grapes affected by rot or from old moldy casks used for aging.

Mousse: The foam, or head, on the surface of a sparkling wine.

Mousseux, -euse: *adj.* Sparkling, bubbly;
n.m. sparkling wine.

Must: Crushed grapes about to go or going through fermentation. (*fr. moût*)

Musty: Stale, dusty or rank aromas. The result of a wine being made from moldy grapes, stored in improperly cleaned tanks and barrels, or contaminated by a poor cork.

Nebbiolo: A red grape popular in the Piedmont region of northwest Italy; the grape that yields both Barolo and Barbaresco.

Nebuchadnezzar: Champagne or wine bottle with a 15-liter capacity.

Négociant (or) négociant-éleveur: French term for a company or wine merchant who buys wines from others and then labels it under his or her own name; stems from the French word for "shipper."

New World: Collective term for those winemaking countries outside of Europe.

Noble: A great wine. A perfect balance and harmonious expression.

"Other countries drink to get drunk, and this is accepted by everyone; in France, drunkenness is a consequence, never an intention. A drink is felt as the spinning out of a pleasure, not as the necessary cause of an effect which is sought: wine is not only a philtre, it is also the leisurely act of drinking."

*Roland Barthes (1915-80),
French semiologist.*

Noble rot: (see **Pourriture noble**)

Nose: Synonymous with bouquet; the sum of a wine's aromas.

Nutty: Aromas or flavors that suggest nuts. It can be a "good-nose" or an "off-nose."

NV (or) non-vintage: A wine that is made without a majority of grapes coming from a single year.

Oaky: A term used to describe woody aromas and flavors; butter, popcorn and toast notes are found in "oaky" wines.

Oeil de perdrix: French term meaning *partridge eye*, used to describe the color of a pale rosé wine.

Oenology – The science or study of wines.

Off dry: A general term used to describe wines that have a slight perception of sweetness.

Off: A wine that's not quite right, referring to either the aroma or flavors.

Open: A wine that reveals a full character.

Organic: Grapes grown without the aid of chemical-based fertilizers, pesticides or herbicides.

Oxidized: A wine that is no longer fresh because it was exposed to too much air, turning it a brownish color.

Perlant: French term used to describe a wine containing a faint amount of gas.

Pétillant: Lightly sparkling, bubbly, carbonated, fizzy. *Vin pétillant* = sparkling

"Think of the wonders uncorked by wine! It opens secrets, gives heart to our hopes, pushes the cowardly into battle, lifts the load from anxious minds, and evokes talents. Thanks to the bottle's prompting no one is lost for words, no one who's cramped by poverty fails to find release."

*Quintus Horatius Flaccus
(65 B.C. - 8 B.C.),
known in the English world as
Horace,
Latin lyric poet and philosopher.*

wine.

pH: An indication of a wine's acidity expressed by how much hydrogen is in it.

Phenolic compounds: Tannins, pigments and flavanoids found primarily within grape skins, but also in grape seeds and barrel oak.

Phylloxera: A voracious, nearly microscopic vine louse that over time has destroyed vineyards in Europe and California.

Pièce: A Burgundian wine barrel with a capacity between 215 and 228 liters.

Piedmont: An area in northwest Italy known for Barolo, Barbaresco, Barbera, Dolcetto and Moscato.

Pigeage: Punching down the grape skins to drown aerobic bacteria and encourage cuvaison. (see also **Cuvaison**)

Pinot Blanc: A white grape popular in Alsace, Germany and elsewhere.

Pinot Gris: Also called Pinot Grigio, this is a grayish-purple grape that yields a white wine with a refreshing character.

Pinot Noir: The prime red grape of Burgundy, Champagne and Oregon.

Pinotage: A hybrid between Pinot Noir and Cinsault that's grown almost exclusively in South Africa.

Pomace: The mass of skins, pits, and stems left over after fermentation; used to make *grappa* in Italy and *marc* in France.

Port: A sweet, fortified wine made in the Douro Valley of Portugal and aged in the coastal town of Vila Nova de Gaia; variations include Vintage, Tawny, Late Bottled Vintage, Ruby, White and others.

Pourriture noble: French term meaning "noble rot"; called *Edelfäule* in Germany, *muffa nobile* in Italy. A fungus that attacks ripe grapes in certain areas, resulting in higher sugar content and finer sweet wines. (see **Botrytis cinerea**)

Premier cru: French for "first growth;" a high-quality vineyard but one not as good as *grand cru*.

Press: A machine that extracts juice from grapes (*fr. fouloir, pressoir*); the process by which grape juice is extracted prior to fermentation.

Primeur, en: A French term for wine sold while it is still in the barrels; known as "futures" in English-speaking countries.

Propriétaire-récoltant: Proprietor, owner, or manager overseeing the tending of a vineyard, grape harvest and winemaking.

Pruning: The annual vineyard chore of trimming back plants from the previous harvest.

Pulp: The soft, moist, juice-laden part of the grape.

Punt: Term used to refer to the dimple, or indentation, at the bottom of a wine bottle.

Qualitätswein: Light and simple Austrian wines derived from less-ripened grapes grown in a specific wine region.

Quarter-bottle, split, or piccolo: Champagne bottle varying in capacity from 0.187-liter to 0.2-liter.

Racking: The process of moving wine from barrel to barrel, while leaving sediment behind, for the purpose of clarifying it. (*fr. soutirage*)

"We ought to do good to others as simply as a horse runs, or a bee makes honey, or a vine bears grapes season after season without thinking of the grapes it has borne."

*Marcus Aurelius (121-180 A.D.),
Roman Emperor from 161 to 180.*

"When wines were good they

Rancio: Wine from the Catalan vineyards of France and Spain, fortified and oxidized through prolonged periods of aging in wood and heating in sunlight. Such methods give it a tawny brown color and rich, nutty, or sweet aroma — typical of Madeira and old Sherries.

Récolte: Harvest, crop; also: vintage.

pleased my sense, cheered my spirits, improved my moral and intellectual powers, besides enabling me to confer the same benefits on other people."

*George E.B. Saintsbury (1845-1933),
English writer and critic.*

Rehoboam: Champagne or wine bottle with a 4.5-liter capacity.

Reserva: A Spanish term for a red wine that has spent at least three years maturing in barrels and bottles before release (at least two years for rosé or white wines).

Reserve: A largely American term indicating a wine of higher quality; it has no legal meaning.

Rhône: A river in southwest France surrounded by villages producing wines mostly from Syrah; the name of the wine-producing valley in France.

Riddling: The process of rotating Champagne bottles in order to shift sediment toward the cork. (*fr. rémuage*)

Riesling: Along with Chardonnay, one of the top grapes in the world; most popular in Germany, Alsace and Austria.

Rioja: A well-known region in Spain known for traditional red wines made from the Tempranillo grape.

Rosé: French for "pink," and used to describe a category of refreshing wines that are pink in color but are made from red grapes.

Salmanazar: Champagne or wine bottle with a 9-liter capacity.

Sancerre: An area in the Loire Valley known mostly for wines made from Sauvignon Blanc.

Sangiovese: A red grape native to Tuscany; the base grape for Chianti, Brunello di Montalcino, Morellino di Scansano and others.

Sauternes: A sweet Bordeaux white wine made from botrytized Sémillon and Sauvignon Blanc.

Sauvignon Blanc: A white grape planted throughout the world; increasingly the signature wine of New Zealand.

Sec: French term for dry. (see **Dry**)

Sémillon: A plump white grape popular in Bordeaux and Australia; the base for Sauternes.

Sherry: A fortified wine from a denominated region in southwest Spain; styles include *fino*, *Manzanilla*, *oloroso* and *amontillado*.

Shiraz: The Australian name for Syrah; also used in South Africa and sparingly in the U.S.

Silky: A term used to describe a wine with an especially smooth mouthfeel.

Solera: The Spanish system of blending wines of different ages to create a harmonious end product; a stack of barrels holding wines of various ages.

Sommelier: Technically a wine steward, but one potentially with a great degree of wine knowledge as well as a diploma of sorts in wine studies.

Spicy: A term used to describe certain aromas and flavors that may be sharp, woody or sweet.

Split: A quarter-bottle of wine; a single-serving bottle equal to 175 milliliters.

Steely: A term used to describe an extremely crisp, acidic wine that was not aged in barrels.

Stemmy: A term used to describe harsh, green characteristics in a wine.

Sulfites: An antioxidant and anti-microbial used to preserve wines.

Super Tuscan: A red wine from Tuscany that is not made in accordance with established DOC rules; often a blended wine of superior quality containing Cabernet Sauvignon and/or Merlot.

Supple: A term used to describe smooth, balanced wines.

Syrah: A red grape planted extensively in the Rhône Valley of France, Australia and elsewhere; a spicy, full and tannic wine that usually requires aging before it can be enjoyed.

Table wine: A term used to describe wines of between 10 and 14 percent alcohol; in Europe, table wines are those that are made outside of regulated regions or by unapproved methods.

Tannins: Phenolic compounds that exist in most plants; in grapes, tannins are found primarily in the skins and pits; tannins are astringent and provide structure to a wine; over time tannins die off, making wines less harsh.

Tastevin: The silver tasting cup used by the Sommelier to taste the wine before pouring for the customer.

Tempranillo: The most popular red grape in Spain; common in Rioja and Ribera del Duero.

Terroir: A French term for the combination of soil, climate and all other geographic factors that influence the ultimate character of a wine.

Texture: The overall feeling of a wine when it's in the mouth.

Tokay: A dessert wine made in Hungary.

Tonneau: A barrel or cask with a capacity of 900 liters.

Trocken: German for "dry."

"What I like to drink most is wine that belongs to others."

*Diogenes of Sinope
(ca. 410-320 B.C.),
Greek philosopher, moralist.*

"Let us celebrate the occasion with wine and sweet words."

*Titus Maccius Plautus,
comic playwright of the
Roman Republic, 2nd century B.C.*

Troisième cru: A French term meaning *third growth*, a Médoc category specified in the Classification of 1855.

Ullage: The space in any wine storage container that develops as wine ages and evaporates.

Varietal: A wine made from just one grape type and named after that grape; the opposite of a blend.

Vendange: *n.f.* French term for grape harvest. **Veneto:** A large wine-producing region in northern Italy.

Vigneron, -onne: Cultivator of grape vines, winemaker.

Vignoble: French term for vineyard. (Italian: *vigna* or *vigneto*; Portuguese: *vinha*; Spanish: *viña* or *viñedo*)

Vin Délimités de Qualité Supérieure (VDQS): Literally translated as *wines of superior quality*, these wines are produced in AOC regions but fall slightly below AOC quality standards.

Vin de pays: An official category of French wines above the level of *vin de table* (but lower than AOC), comprising about one quarter of the wine produced in France. **Vin de table:** French for table wine. (see **Table wine**)

Vinicole: *adj.* Related to the growing of grapes, viticulture, wine industry, or wine tourism.

Viticulture: The cultivation of the vine, esp. for making wine; viticulture. [1913 Webster] The craft and science of growing grapes and making wine. [WordNet 2.0]

Vinification: The process of turning grapes into wine.

Vin Santo: Sweet wine from Tuscany made from late-harvest Trebbiano and Malvasia grapes.

Vintage: A particular year in the wine business; a specific harvest.

Viognier: A fragrant, powerful white grape grown in the Rhône Valley of France and elsewhere.

Viticulture: The science and business of growing wine grapes. (see **Viniculture**)

Vitis aestivalis: A native American species of vine found in Tennessee, Arkansas and Missouri.

Vitis labrusca: A popular native American species of vine found growing in the northeastern United States and Canada.

Vitis riparia: A native American species of vine known for being resistant to *phylloxera*.

Vitis rotundifolia: A native American vine species found growing around the Gulf of Mexico.

Vitis vinifera: The native European species of vine that is used to produce most of the world's wine.

Weepers – Bottles that show leakage through the cork.

Wine – The fermented juice of fruit, usually grapes unless otherwise specified. Ideally, wine is the naturally fermented juice of freshly gathered ripe grapes that have been pressed at or near the place where gathered.

Wine Gallon – A gallon (of 128 U.S. fluid ounces) of wine or spirits irrespective of proof or alcoholic strength;

Wine thief: A long tube used for taking samples of wine from barrels.

Yeast: Organisms that issue enzymes which trigger the fermentation process causing sugars to break down into alcohol and carbon dioxide gas; yeasts can be natural or commercial.

Yield: The amount of grapes harvested in a particular year.

GLOSSARY OF OTHER TERMS

Account

A bookkeeping record of a commercial transaction. A customer or client of a business who buys on time and pays according to some prearranged credit plan.

Account, Asset

The various things owned by a business enterprise such as cash, stock-in-trade, supplies, machinery, commodities, furniture, fixtures, and land.

Account, Capital

The net worth, the capital investment, or the owner's, equity. In accounting, the term is often used to mean fixed assets as a class.

Account, Profit and Loss

An account opened at the end of a fiscal period for the purpose of collecting the balance of accounts reflecting action. revenues, income, profits, expenses, and losses. Its balance - net income and net loss - is transferred to earned surplus or some other suitable proprietary account.

Accounts Payable

A current liability representing the amount owed by an individual or a business to a creditor for merchandise or services purchased on open account or short-term credit. Money owed a business enterprise for merchandise bought on open account (i.e., without a note or other evidence of debt).

Accounts, Slow Pay and Unsatisfactory

Accounts receivable which have not been paid as agreed or in accordance with credit terms.

Additional Markup This is any increase of the selling price that market conditions or increased costs make necessary or desirable.

Allowances

Price or merchandise concessions offered to retailing organization. These involve either free goods or purchase discounts.

Asset Something of value that is owned.

Authorized Item

An item approved by chain headquarters to be stocked in the store

Audience

In advertising, this refers to the readers, listeners, or viewers of an advertising message.

BATF Bureau of Alcohol, Tobacco and Firearms, U.S. Treasury Department.

Back Order

The portion of a customer's order undelivered for any reason but usually because of the unavailability of product or merchandise.

Back-Up Merchandise

Merchandise not on display but held in reserve for restocking.

Billing

The act of sending a bill or a notice to pay to a person or firm owing money. The procedure of sending a statement of what is due and payable by a business firm who sold or delivered goods or services under some agreed-upon credit arrangement.

Bond, In

A wine or spirit on which duty and Internal Revenue Tax has not been paid must remain under government supervision as "bond" that same will be paid.

Brand, Private

A product name used specifically by an individual firm or group of firms as distinguished from a national brand which is defined above.

Break-Even Point

The level in sales volume at which a company's revenue equals its overhead and variable costs.

Budget

A target, insofar as plans, income, and expenditures are concerned, agreed upon by management of a company as a measure of good performance during a specified future period.

Bulk

Containers with a capacity in excess of one wine gallon. In practice, shipments in bulk involve much larger containers.

COD

Cash (or Collect) on Delivery. An instruction attached to a lot of goods requiring collection of a specified amount of cash from the buyer as the goods are turned over to him, or as services are rendered.

Cash Price

The price charged when payment is effected within a specific interval of time, usually either immediately or within 30 days. It is usually the same as COD price.

Cask - Large container, usually made of oak, for wines or spirits.

Channel Strips

The metal strips on the front edge of a shelf that holds price tags, inventory and stock numbers, and promotional materials.

Class

Generic classification of alcoholic beverages used in the universal numeric code (UNIMERC), the primary statistical code identifying brands and vendors in the alcoholic beverage industry. A class may be further divided into types. Whiskey, gin, vodka, rum, brandy, liqueurs, cocktails, and tequila are the separate classes for spirits.

Competition

The act of striving for something that is sought by others at the same time. A market situation in which there are many informed and independent buyers and suppliers of the same economic good or service and in which the price is free from governmental interference.

Competitive Price

The price established in a market by the bargaining of a considerable number of buyers and sellers, each acting independently of the other, no one of them having power enough to dominate the market.

Congeners

Products other than alcohol that result from distillation. Impurities that give spirits their own individual characteristics and distinctiveness.

Consumer Premium Offer

This type of promotion gives the consumer an opportunity to purchase a selected item at a reduced cost with proof of purchase of the product being promoted.

Contract

A legally binding agreement between two or more parties in which, for a consideration, one or more of the parties agrees to do something.

Cost of Goods Sold

The accounting estimate of the purchase price of goods sold by a firm during a particular period. In order to arrive at this figure, the company must first determine the inventory on hand at the end of the period. The remainder is cost of goods sold.

Credit

The ability to buy or borrow in consideration of a promise to pay within a period, sometimes loosely specified, following delivery.

Cut Case Display

A shipping carton designed to be cut into shelf trays. Such case, when stripped, shows the variety's name.

DISCUS

Distilled Spirits Council of the United States, Inc.

Deal

An inducement offered to the retailer as compensation for special merchandising or advertising or for buying a special quantity of merchandise. An example of a deal in common use is the offering of one case free with ten (or similar).

Demographics

Breakdown of population by characteristics such as age, income, family size, education, region of country, occupation, etc. Example: The demographic characteristic of a magazine's circulation may show that it reaches 25% of the total adult female population with a bias toward the younger, middle-income and large family categories. Another magazine with the same reach may have a bias toward young, low-income and large family categories. The former would have a high profile (heavy users and best buyers), and the latter, a low profile.

Discount

A deduction from an original price.

Discount, Quantity

A deduction in price given as an inducement to buyers to purchase in large amounts.

Display

Any sign or exhibit, the primary purpose of which is to remind people of the availability of a product or service.

Distilling

Process by which alcoholic products are separated from other products.

Distribution

This term refers to the moving of products from producer to consumer.

Due Date

The date on which a note, draft, or other negotiable instrument is due and payable.

Dump Bin

A bin-shaped merchandise holder that stands on the floor, so called because merchandise can be "dumped in" from the case.

Enzymes

The organic catalysts or yeasts and other substances that cause various reactions, including alcoholic or vinous fermentation.

Ethyl Alcohol

The principal alcohol found in all alcoholic beverages.

Excise Tax

Indirect tax levied by the U.S. government on alcoholic content by volume of distilled spirits, and on malt beverages and the various categories of wine. License and Control States and the District of Columbia also levy excise taxes, either on the volume or value base of distilled spirits.

Expense

An outlay, cost, or price that is charged against the revenue of business.

Facings

The number of a particular brand's packages or bottles on a store shelf

Feints

The first and last parts of a distillation, also called the heads and tails.

Fermentation

Process by which yeast changes the grain or grape sugars to beverage spirits and carbon dioxide. All alcoholic beverages are fermented.

Field Training

A method of training sales people under actual selling conditions rather than through a formal sales training course.

File, Tickler

A file used to remind a person of things he wants to know on certain dates of the month. A file used to jog the memory, such as the filing of vouchers by the dates on which they must be paid.

Filter

To clarify liquids by passing them through a fine screen or permeable membrane.

Flask

A flat-sided bottle usually holding 12¹/₂ ounces, but with a capacity of anywhere from 8 to 32 ounces.

Forecasting

The act of making an estimate of future business operations. The immediate or long-range prediction of future sales, production, prices, financial requirements, etc., for the purpose of planning ahead.

Fusel Oil

The higher alcohols found in all spirits.

Grain Neutral Spirits

Distilled from a mash of grain (primarily corn). Must be distilled at or above 190 proof.

Gross Margin

An expression used in retailing to refer to the average overall markup percentage on goods sold. The term is also used as synonymous with gross profit.

Gross Profit

Net sales, less cost of goods sold and inventory losses, but before considering selling and general expenses, incidental income, and income deductions.

Gross Sales: Total sales before deducting returns and allowances, but after deducting corrections and trade discounts, sales taxes, excise taxes based on sale-, and sometimes cash discounts.

Guarantee: A pledge that a good or service will be replaced if it does not prove satisfactory. A positive assurance that a specified good or service will function properly or will be repaired or replaced.

Heads: The spirits obtained at the beginning of distillation.

High Wines

The useful spirits obtained in distillation after eliminating heads and tails.

Holding Power: The number of bottles of a given size that the shelf will hold based on the current number of facings and the depth of the shelf.

Horizontal Set: The practice of shelving a line or brand grouping or products across a shelf or shelves.

Impulse Buying

The buying of merchandise at the time it is seen without any forethought or preplanning.

Incentives

Inducements either financial or non-financial for performance above some standard or designated level.

Inventory Turnover

The number of times that the investment in merchandise or stocks on hand is replaced during a stated period, usually twelve months. Merchandise turnover is commonly computed by dividing the cost of sales for the period by the cost of the average inventory carried during the period; or, less correctly, by dividing the amount of sales by the average inventory at estimated sales price.

Invoice

A bill prepared by a seller of goods or services and rendered to the buyer. The invoice usually itemizes all items making up the bill for the convenience of the buyer, and to prevent disagreements regarding the amount of the bill. Invoices are also used in preparing shipments by the seller, and in receiving goods by the buyer.

Lead Time

The interval between a promotional presentation, the ordering of goods, and their arrival at the warehouse or point of sale.

Linear Foot or Shelf Space: Measurement of shelf occupancy in inches or feet; the length of space occupied.

Line of Credit

An agreement between a bank and a customer whereby the bank agrees to lend the customer funds up to a previously agreed maximum amount. The bank has the option to withdraw from the agreement if the financial status of the borrower changes, or if the borrower fails to use the line of credit for its intended use per the agreement. The customer may borrow as much of the "line" as is required and pays interest on the borrowed portion only. A line of credit is widely used by large organizations for the future commitments and purchases of inventory. The bank is fully entitled to periodic financial reports from the borrower so as to be constantly informed on his credit status.

List Price

A printed (published) price, as one appearing in a catalog, subject to trade and cash discounts.

Malt

Grain, generally barley, that has been allowed to germinate for a short period so that the enzyme diastase may be formed.

Malt Whiskeys

Scotch whiskey made entirely from malted barley.

Margin

Gross profit. The excess of the market price of collateral over the loan it secures.

Markdown

In retail stores, the reduction of an originally established price.

Market Potential

The expected sales of a commodity, a group of commodities, or a service for an entire industry in a market during a stated period. The use of this concept should be considered in relation to that of sales potential.

Mass Display

An off-shelf display featuring a substantial amount of product.

NABCA

National Alcoholic Beverage Control Association, Inc.

NAW

National Association of Wholesalers

Net Profit on Sales

The balance remaining after deducting from gross profit on sales selling and other expenses varying directly with sales; also known as net trading profit.

Net Sales

Gross sales less returns and allowances, freight-out, and often cash discounts, allowed. In recent years, the trend has been to report as net sales the net amount finally received from the customer.

On Account

On credit terms: said of a sale or purchase in which delivery is followed by payment at a later date. In part payment: a term applied to the settlement of a portion of a debt.

Open Account

Credit extended to an individual, firm, corporation, or other legal entity based on an estimate of the general ability to pay, as distinguished from credit extended that is supported by a note, mortgage, or other formal written evidence of indebtedness.

Open Credit

An unsecured receivable or payable not evidenced by a note, subject to settlement in accordance with usual trade or other specified terms.

Out-of-Stock

Recording of out-of-stock conditions is based on the observation check of authorized product distribution on the shelf or on display, available for consumer purchase, when entering the store.

Overproof

A spirit whose alcoholic strength is more than 100 proof.

Patent Still

The two-column or continuous still "patented" by Aeneas Coffey in 1832.

Physical Inventory

An inventory determined by observation and evidenced by a listing of the actual count.

Pot Still

The old-fashioned, fat-bellied, tapered-neck still that requires two distinct operations to produce the spirit that is eventually bottled.

Private Label

A brand owned by a retailer (chain or independent) or wholesaler. Usually retails for several cents less per unit than similar "national brands." Product quality is dependent on the scope and buying ability of that retailer.

Profit

The excess of revenue, proceeds, or selling price over related costs; any pecuniary benefit arising from a commercial operation, from the practice of a profession, or from one or more individual transactions of any person.

Profit Margin

The difference between the buying cost and the selling cost.

Proof

An arbitrary system of measuring the alcoholic strength of a liquid. In America, a spirit of 100 proof is one that contains exactly 50 percent alcohol by volume at 60 degrees Fahrenheit. Each degree of proof represents $\frac{1}{2}$ percent alcohol.

Proof Gallon

A gallon of spirit at proof strength; the basis for most customs and excise taxes.

Proof-of-Purchase

A label, trademark, coupon, or other token from a product package which qualifies a consumer to receive a rebate.

Purchase Order

A document authorizing a vendor to deliver described merchandise or materials at a specified price. Upon acceptance by a vendor, a purchase order becomes a contract. Several copies of a purchase order are customarily prepared.

Purchasing Power

The ability to buy; hence, (a) the quantity of a particular class of goods or services that may be purchased for a given sum of money, such as one dollar, or (b) the percentage relationship of such a quantity to that so purchasable at some preceding point in time.

Quantity Discount

An allowance given by a seller to a purchaser because of the size of an individual purchase transaction.

Rebate

An allowance; a deduction; a refund of a part of the price paid for a good or service.

Rectifying

Anything that changes the natural state of a spirit, such as redistilling after it has been barreled, or adding coloring matter, sweetening, or any other flavoring material. Adding water to reduce proof does not constitute rectifying.

Redemption Coupon

A coupon that, when carried in the newspaper or mailed to the customer and then presented to the retailer, entitles the customer to acquire the advertised product at a discount or without charge.

Rotation: The practice the consumer more access to older stock on the shelves or to the retailer in the back room. Not to be confused with Turnover or Velocity.

Sale

A business transaction involving the delivery (i.e., giving) of a commodity, an item of merchandise or property, a right, or a service, in exchange for cash, a promise to pay, or money equivalent, or for any combination of these items; it is recorded and reported in terms of the amount of such cash, promise to pay, or money equivalent.

Sales Planning

The work of setting up objectives for marketing activity and of determining and scheduling the steps necessary to achieve such objectives. Comment: The term includes not only the work of deciding upon the goals or results to be attained through marketing activity, but also the determination in detail of exactly how they are to be accomplished. The result of this work is the sales plan.

Sales Quota

A sales goal assigned to an account representative for use in the management of sales efforts. It applies to a specified period and may be expressed in dollars or in physical units. Comment: The quota may be used in checking the efficiency, stimulating the efforts, or in fixing the payment of individual salespeople or groups of salespeople or other personnel engaged in sales work. A quota may be for a salesperson, a territory, a branch house, or for the company as a whole.

Schematic: A diagram or drawing indicating where the products are to be positioned on the shelf. They are sometimes called Plan-O-Grams.

Sediment

The natural deposit found in wines as they mature, formed by the crystalization and settling or precipitation of bitartrates, tannins, and pigments.

Set: The process where products are positioned or repositioned on retail store shelves.

Share of Market: the percent of the total market take up by a brand's volume.

Shelf Extender

A display tray that attaches to a small section of shelving so that it appears that the shelf extends into the aisle at that spot. Often used to draw attention to contest or sales merchandise and to new products.

Shelf Image: The impact of the products on the shelf as they appear to the consumer.

Shelf Position: The area in which a product item is located on the shelf.

Shelf Set:

Brand Set: The practice of shelving products by their supplier or manufacturer

Type Set: The practice of shelving products by their type (flavor)

Size Set: The practice of shelving products by their size

Distribution Set: The practice of shelving products by the distributor that represents them.

Shelf Space: The area occupied by merchandise or a category of merchandise on store shelves.

SKU: Stock Keeping Unit refers to a specific type and size of a product in distribution.

Sour Mash

Yeasting process in which at least one quarter of the working yeast is from a previous fermentation, and fresh yeast may be added to the mash to induce fermentation.

Spirits

The generic term for distilled beverages.

Still

The apparatus in which, by application of heat, the alcohol in a liquid may be separated and recovered. Pot still is the original form of still or alembic; Coffey still, patent still, and double-column still are three names applied to the continuous-operation still.

Tax Gallon

The gallonage on which duties and taxes are paid.

Terms

Conditions of sale - outlines when received merchandise is due for payment.

Trade Associations

Organizations made up of members who do business in a similar fashion. Designed to promote and protect their common interests and goals.

Traffic Pattern: The direction and manner in which customers “shop” in a particular store. The direction the customers take when shopping the aisles. The volume of people passing a given point or using a particular aisle.

Turnover: Rate of “sell-through” to the consumer. Expressed as the quantity sold (i.e. cases) over a given period of time. (Volume sold / Your Inventory = Rate of Turnover).

Underproof

Describes a spirit whose alcoholic strength is below proof. In the United States, this is a spirit of less than 100 proof, as opposed to an overproof spirit having a strength of over 100 proof.

U.P.C. (Universal Product Code)

A system where individual products are symbol- and number-marked for use with optional checkout scanners. The system allows for product identification, its price, and inventory control.

Vats

The containers in which alcoholic beverages are fermented or blended.

Vertical Set: The opposite of horizontal set. Merchandising a line or brand grouping vertically on shelves to accommodate a linear variety of products above and below each other.

Wash

In a distillery (usually whiskey), the fermented liquor when it is ready to go to the still. In a Scotch distillery, the still that receives the wash is known as the wash still.