

## Presentation Guide

### Goal of the Seminar:

Winemakers have many secrets, and one of them is that within each grape variety, there can be several sub-varieties, known to the wine trade as “clones.” Although each clone of pinot noir can make a fine wine that indisputably tastes like pinot noir, there are subtle and sometimes obvious differences that winemakers use to their advantage to build complexity into the final wine. The goal of this seminar is to educate on the nature and history of pinot noir clones, and by tasting through 6 different examples, gain a perspective into the detail work that is accomplished in our the, as well as the final blending decisions that occur with our winemaking team.

### Audience:

**Trade representatives, media, sales teams, and where appropriate, consumers.**

### Set Up:

Designed for up to 24 participants. Tables and chairs set up classroom style, but this can be flexible. Each participant receives a tasting mat, an event brochure, seven glasses (eight if blending), a Davis Bynum pen, a water cup, a spit cup, a pipette (optional), and a napkin. Each table receives a dump bucket, a water pitcher, and a palate cleanser (neutral bread or crackers). Venue should supply spit-cups, dump buckets, water and drinking glasses, palate cleanser, and napkins. You may need to make some of your own arrangements depending on the venue.

### Prior to Seminar – Checklist:

**Invites:** Filling the seminar is not as important as the quality of the people attending.

**Room Set Up:** Make certain the room is set up at least 30 minutes prior to the seminar start time. You will benefit if others that can assist you. Pour samples into glasses 15 minutes prior to start time. Pour away from the table top to avoid soiling the tasting mats and tablecloths.

**Audio/Visual Equipment:** Required. A power point presentation precedes the blending experience, and is included on a stick drive in the kit. Arrangements need to be made for a projector and screen, or if necessary it can be shown on a laptop with a large screen.

**Glassware:** Good quality glassware is a must. Riedel “magnum” or “red wine” or similar – no roll top catering glasses please. Each participant will need **seven** glasses (8 if blending) – one for each clone to taste separately, and one to taste either Reserve or Bynum finished product.

**Table Coverings:** Preference for white tablecloth for examination of wine color (but white tasting mats can suffice in a pinch).

**Palate Cleanser:** Carrs plain water crackers are best. Bread can substitute if non-flavored, not sweet or sourdough – neutral is key here.

**Writing Utensil:** Provided as a takeaway.

**Facts:**

Davis Bynum was a noted early pioneer of pinot noir in the Russian River Valley. His first vintage was 1973, from the now famous Rochioli vineyard, and long before the appellation was fixed, Davis was already labeling his pinot noir as being from the Russian River Valley. Davis sold his brand to the Klein family in 2007.

### Using and Giving the Seminar:

Most of the material you will need to cover is in the PowerPoint presentation, which is what you take them through first. At the conclusion of the presentation, invite each participant to smell and taste each of the six clone samples as you take them through one at a time, followed by the final product. Encourage them, as they taste, to think about what exactly they discover in the samples, and how it might help support a blend. Then after tasting the finished wine, ask them what they think would make the best blend for the 2010 vintage.

\*\*\*Optional: Demonstrate the use of the pipettes, and suggest that if they want to put an ad hoc blend together for fun, they can take a few moments, and report on what they create. Warn them not to drink all of the samples, as they will need them to blend. If not choosing this option, do not distribute the pipettes or the 8<sup>th</sup> glass.

### Discussion of the Wines and Seminar:

Each variety has something to offer a blend, though it varies somewhat from vintage to vintage. Although flavor and aroma cues are offered here and in the takeaway, the preference is for participants to rely on their own perceptions when tasting and blending.

Pommard:	Light to medium red hued, with aromas and flavors of earth, dried mushroom, leather, and pie cherry. Medium bodied, with soft tannins, and typically balanced acidity.
Clone 777:	Deeply red hued, with aromas and flavors of black cherry, blackberries and licorice. Full bodied, with medium tannins and balanced acidity.
Clone 667:	Medium red hued, with aromas and flavors of cherry, black tea, and warmed earth. Medium bodied, with soft tannins and balanced acidity.
Clone 115:	Medium to deeply red hued, with aromas and flavors of rose petal, red cherry, and black raspberry. Medium to full bodied, with soft tannins and balanced acidity.
Clone 114:	Medium to deeply red-blue hued, with aromas and flavors of pomegranate, blueberry, cola, and mineral. Medium to full bodied, with medium tannins and balanced acidity.
Wadenswil/2A:	Red-blue hued, with aromas and flavors of cherry, raspberry, and rose petal. Medium bodied with medium to firm tannins, and fairly high acidity.