

<b>List of Videos</b> .....	22
<b>Introduction to Section 1—From Vine to Glass</b> .....	24
<b>Chapter 1—The Vineyard</b> .....	26
1 The Interaction Between the Vine and Climate—Terroir Factor #1 .....	26
2 The Vine in Space and Time .....	30
3 The Interaction Between the Vine and the Soil—Terroir Factor #2 .....	34
4 Grape Varieties—Their Characteristics and Management .....	38
5 Vines and the Human Element—Terroir Factor #3 .....	42
6 Approaches to Vineyard Management .....	46
Hints of Grammar The...the + comparative adjective or adverb/Making Comparisons/Using Contrasts .....	50
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/w/ /v/ /ai/ /i/ /f/	
Vocabulary Vats—What’s the Difference? .....	51
Review A Tale of Two Winemakers and their Vineyards .....	52
Practical Wine English Understanding & Giving a Vineyard Tour .....	54
<b>Chapter 2—The Winery</b> .....	56
7 From Grapes to Must .....	56
8 White Winemaking Part 1—From Harvesting to Fermentation—Loimer’s ‘Spiegel’ Grüner Veltliner .....	60
9 White Winemaking Part 2—Maturation and Bottling—Loimer’s ‘Spiegel’ Grüner Veltliner .....	64
10 Red Winemaking Part 1—From Harvesting to Fermentation—Elio Grasso’s Barolo Riserva Rùncot .....	68
11 Red Winemaking Part 2—Maturation, Bottling and Packaging—Elio Grasso’s Barolo Riserva Rùncot .....	72
12 Barrel Making and Oak Influence .....	76
Hints of Grammar Phrasal Verbs used in Winemaking/Describing a Process .....	80
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/s/ /z/ /ʃ/ /ʒ/ /æ/ /ɑ:/	
Vocabulary Vats—What’s the Difference? .....	81
Review A Tale of Two Winemakers and their Wineries .....	82
Practical Wine English Understanding the Causes and Effects of Cellar Operations/Giving a Cellar Tour .....	84
<b>Chapter 3—Tasting &amp; Describing Wine</b> .....	86
13 Teaching Others the Basics of Wine Tasting .....	86
14 Standard and Alternative Approaches to Describing Wine—Part 1—Appearance—See .....	90
15 Standard and Alternative Approaches to Describing Wine—Part 2—On the Nose—Swirling & Sniffing .....	94
16 Standard and Alternative Approaches to Describing Wine—Part 3—On the Palate—Sip/Slurp/Spit .....	98
17 Standard and Alternative Approaches to Describing Wine—Part 4—Overall Impressions—Summarizing .....	102
18 Describing Different Styles of Wine From the Same Variety .....	106
Hints of Grammar -ish as the ending of a word/The order of adjectives before a noun .....	110
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/ɪə/ /eə/ /p/ /b/ t/ /d/	
Vocabulary Vats—What’s the Difference? .....	111
Review A Tale of Two Winemakers and their Wines .....	112
Practical Wine English Dried Grape Wines of the World/Writing a Brief Tasting Note	
3 Classic Wines from South America .....	114



<b>Chapter 4—Wine Marketing</b> . . . . .	116
19 The role of Public Relations in the Wine Industry . . . . .	116
20 The Marketing Mix, Word-of-Mouth and Social Media . . . . .	120
21 Wine Marketing in the United Kingdom . . . . .	124
22 Wine Marketing in the United States of America . . . . .	128
Hints of Grammar Nouns—Possessive and Compound Forms . . . . .	132
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/u:/ /ʌ/ /ʊ/ /aʊ/ /I/ /j/	
Vocabulary Vats—What’s the Difference? . . . . .	133
Review A Tale of Two Winemakers and Their Marketing Approaches . . . . .	134
Practical Wine English Marketing Your Winery’s Brand at Trade Fairs . . . . .	136
 <b>Chapter 5—Wine Sales &amp; Tourism</b> . . . . .	 138
23 Wine Exports . . . . .	138
24 Wine Distribution . . . . .	142
25 Wine and Regional Tourism . . . . .	146
26 Cellar Door Sales . . . . .	150
Hints of Grammar Saying Numbers and Figures . . . . .	154
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/i:/ /ɒ/ /ɜ:/ /ʊə/ /θ/ /ð/	
Vocabulary Vats—What’s the Difference? . . . . .	155
Review A Tale of Two Winemakers and Their Wine Sales . . . . .	156
Practical Wine English A Conversation at the Cellar Door . . . . .	158
 <b>Chapter 6—Wine Competitions &amp; Judging</b> . . . . .	 160
27 Palate Analysis . . . . .	160
28 National and International Wine Competitions . . . . .	164
29 Different Types of Wine Competitions and Professional Tastings . . . . .	168
Hints of Grammar Comparisons and So/Such....that . . . . .	172
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/ɔ:/ /ə/ /dʒ/ /tʃ/ /k/ /g/	
Vocabulary Vats—What’s the Difference? . . . . .	173
Review A Tale of Two Winemakers and their Wine Competition Success . . . . .	174
Practical Wine English Writing a Press Release . . . . .	176
 <b>Chapter 7—Wining &amp; Dining</b> . . . . .	 178
30 Wine Glassware . . . . .	178
31 Wine and Food Interactions . . . . .	182
32 Creating and Choosing From the Restaurant Wine List . . . . .	186
33 Wining and Dining in the East and West . . . . .	190
Hints of Grammar Verbs of the Senses—Hear, See, Smell, Feel and Taste/Seem . . . . .	194
Pronunciation & Vocabulary Mouth Puckering Pronunciation—/e/ /eɪ/ /h/ /r/	
Vocabulary Vats—What’s the Difference? . . . . .	195
Review A Tale of Two Winemakers and their Food Recommendations . . . . .	196
Practical Wine English Ordering and Serving Wine in a Restaurant . . . . .	198



**Chapter 8—Healthy, Wealthy & Wise with Wine** . . . . . 200

34 Wine and Health—Wine Consumption and its Risks and Benefits . . . . . 200

35 Wine and Wealth—Collecting and Storing Wine. . . . . 204

36 Wine and Wisdom—Lifelong Learning and Wine Qualifications in English . . . . . 208

Hints of Grammar Distancing—seem and appear/The Passive Voice . . . . . 212

Pronunciation & Vocabulary Mouth Puckering Pronunciation—/ɔɪ/ /əʊ/ /m/ /n/ /ŋ/  
Vocabulary Vats—What’s the Difference? . . . . . 213

Review A Tale of Two Winemakers and Their Authentic Wines. . . . . 214

Practical Wine English Writing a Wine Information Sheet . . . . . 216

**Section 2-8 Flagship Producers** . . . . . 220

Producer Profile 1 Louis Roederer—Sparkling Wines . . . . . 220

Producer Profile 2 Dr. Loosen—Light to Medium-bodied White Wines . . . . . 246

Producer Profile 3 Olivier Leflaive—Medium to Full-bodied White Wines . . . . . 272

Producer Profile 4 Clos de Tart—Light to Medium-bodied Red Wines. . . . . 298

Producer Profile 5 Chateau Cheval Blanc—Medium to Full-bodied Red Wines . . . . . 324

Producer Profile 6 Chateau d’Yquem—Sweet Wines . . . . . 350

Producer Profile 7 González Byass—White Fortified Wines . . . . . 376

Producer Profile 8 Niepoort—Red Fortified Wines. . . . . 402

**Back Pages** . . . . . 428

Answer Key . . . . . 428

English Sounds on the IPA Chart and Spelling. . . . . 452

Glossary . . . . . 454

Common Irregular Verbs in Wine English . . . . . 492

Common Phrasal Verbs in Wine English . . . . . 494

Communication via Telephone, Email & Social Media. . . . . 496

Vocabulary Vat 1 Expressing Vineyard Yield, Winery Size and Production Volume . . . . . 500

Vocabulary Vat 2 Laboratory Analysis for Grapes, Must and Wine . . . . . 502

Vocabulary Vat 3 Basic Marketing Terms and Wine Market Segmentation. . . . . 504

Vocabulary Vat 4 Typical Expressions Used on the Back Labels of Wine Bottles . . . . . 506

Vocabulary Vat 5 The OIV Scoring Sheet for Wine Judging . . . . . 508