

AMATEUR WINEMAKERS AND BREWERS CLUB OF ADELAIDE INC.

PATRON: KAAREN PALMER

Next Meeting: **Tuesday April 6th 2021 Newsletter**



When: Meetings held on the first Tuesday of each month from **8.00 pm start – 10:30pm finish** (no early arrivals)
Where: Clarence Park Community Centre, corner of East Ave & Canterbury Terrace, Black Forest.
How: Check out our website Adelaide Ferment: <http://awbca.org.au> for our Calendar and photos and lots of information

April is Cake-off Competition month for Supper!

Members are invited to *make* a Cake and have it judged!

Rule #1 – it's gotta be homemade

Judges will be Julie, Sandy and Adam. So, get baking and bring your best effort.

Let them eat cake!

Wine Judges:
Dan Traucki & Scott Heinrich

Wine: Emerging Varieties

(1-3yrs old White or Red)



This month - No Beer Competition

Changes to the Wine Judging Schedule

Best Herbal Vegetable or Flower Wine & Best Fruit & Berry Wine has been altered to **Emerging Varieties**.

What constitutes an emerging variety?

See a list at the end of the Newsletter!

Activity This Month

3 Wines from Three Regions



A practical demonstration
how regional areas influence
the wine variety.

2021 / 2022 year Executive Committee & Positions

Elected Office Positions:

President: Gavin Pennell (0412 107 107) president@awbca.org.au

Secretary: Michael Lineage (0415 604 788) secretary@awbca.org.au

Treasurer: Jane Boroky (0414 272 926) treasurer@awbca.org.au

Committee Assistants:

Vice President: Jerome Munchenberg (0417 818 001) vice_president@awbca.org.au

Journal Editor: Peter Tilsley (0417 838 051) editor@awbca.org.au

Visitor Hosts: Adam Dyson (0410 848 995) visitor_host@awbca.org.au

Digital Media Administrator: Jerome Munchenberg (web_admin@awbca.org.au)

Wine Convener: Julie Bakutis, Sophie Ball wine_convener@awbca.org.au

Beer Convener: Angus Hambrook beer_convener@awbca.org.au

Supper Coordinator: Mario Micarone (0418 542 747 & 8264 0897)

Shop Convener: Domenic Facciarusso (0418 832 222) shop_convener@awbca.org.au

Public Officer: Jerome Munchenberg (0417 818 001)

COVID 19 HEALTH & SAFETY RULES {8-10:30 pm (2.5 hour time limit)}

Smart Phone QR Code or sign-in on arrival - REMAIN SEATED AT ALL TIMES

- Physical distancing (1.5 m apart) applies at all times;
- Hand washing / sanitization shall be applied;
- Individual suppers serves, (no community food/ beverage service areas);
- Individual use of glasses (no sharing);
- If sick (or slightly unwell) - stay home;
- Attendance lists / records implemented;
- Other conditions of use now apply to this Community Centre - Treasurer will explain.

Diary Dates: Keep these dates free
1st Tuesday in month is club meeting

NEXT MEETING or date to remember

- 6th April Meeting (Cake-Off)
- 4th May Meeting (AGM)
- 15th May Coal Fired BBQ Meats
- 16th May Apple Crush
- 1st June Meeting
- 6th or 20th June Post Vintage - Bus Trip
- 6th July Meeting

Annual Subscriptions:

\$30 for members
(\$25 concession card).

Westpac

BSB: 035-048

Account # 230 040

**The Amateur
Winemakers and
Brewers Club of
Adelaide Inc.**

Supper: Cake-Off



This competition is judged by a
3-person panel from Committee –
all having their Birthday
Celebrations Tuesday 6th!

Get your recipes ready....

Competition Winners for March 2021

Wine Results: Rosé & Dry Red 4+ Yrs. old.

Judge: Graham Ellender

Rosé Wine: 3 Entries

- 1st **Joe Alvino / Dom Facciorusso – Score 18.5 Points** – Montepulciano 2020;
2nd **Joe Alvino / Dom Facciorusso – Score 15.5 Points** – Sangiovese / Petit Verdot 2020;
3rd **Not awarded.**



Dry Red Wine 4+ Yrs old: 12 Entries

- 1st **Gavin Pennell – Score 18.25 Points** – Shiraz Redback 2015;
2nd **Michael Lineage – Score 18.0 Points** – Cab Sav / Malbec 2017;
3rd **Michael Lineage – Score 16.5 Points** – Shiraz Blewitt Springs 2017.



Beer Results: Coopers Clone Challenge (Kit or Modified)

Judges: Mark Christensen & Francesca Foster (shadow)

Kit Beers: 16 Entries

1st Jerome Munchenberg – Score 31.5 Points – Chocolate Espresso Stout Kit, modified 2020

2nd Karen Wahlstrom – Score 30.0 Points – Chocolate Stout Kit, modified 2020;

3rd Gavin Pennell – Score 29.0 Points – XPA 2021;



Emerging Variety Classes

White Wine.

ALBARINO

ARNEIS

CHENIN BLANC

FIANO

GEWURZTRAMINER

GRUNER VELTLINER

PETIT MANSENG

PINOT BLANC

SAVAGNIN

VERDEJO

VERDELHO

VERMENTINO

WHITE RHONE but NOT Viognier and /
or blends

PROSECCO

Red Wine.

AGLIANICO

BARBERA

CABERNET FRANC

CARMENERE

CINSAUT

DOLCETTO

DURIF

GRACIANO

LAGREIN

MALBEC

MENCIA

MONTEPULCIANO

MONASTREL /MATARO / MOURVEDRE

NEBBIOLO

NEGRO AMARO

Red Wine.

NERO d'AVOLA

PETIT VERDOT

PINOTAGE

SAGRANTINO

SANGIOVESE

SAPERAVI

TANNAT

TEROLDEGO

TOURIGA

TRINCADEIRA

ZINFANDEL/PRIMITIVO

Made one of these wines? – Then have it judged by Dan & Scott?

This list is indicative of the varieties currently recognised; more varieties will / may be added.

Yep, Cheap Wine Really Does Taste Better if You Increase “The Price Tag”

In 2002, one of the most prestigious restaurants in New York City [served four Wall Street workers](#) its most expensive bottle of wine: a US\$2,000 Mouton Rothschild from 1989.

After it was decanted, the host of the group, a self-reported wine connoisseur, twirled his glass, took a sip and [began praising the wine for its purity](#). Blissfully ignorant, the group had accidentally been given the cheapest bottle of wine on the menu, a Pinot Noir valued at just US\$18. This story might sound like a flight of fancy, but growing research on the psychology and neuroscience of wine-tasting suggests mistakes like this are made all the time, [although true wine experts often know better](#).

One of the first studies to explicitly manipulate the price of wine in a realistic tasting session has found a cheap glass becomes far more pleasant when participants are told it has a higher price.



The experiment was conducted during a public event at the University of Basel in Switzerland. To entertain visitors, the psychology department kindly contributed a wine tasting session.

The event drew 140 participants throughout the day and consisted of a 15-minute session of wine tasting. For each tasting, participants were given their own table and told not to communicate with others also involved in the event - that way their views of the wine wouldn't be influenced.

Six small glasses of wine were then placed on each table, and visitors were told to taste each and every glass in a specific sequence fully randomized for every individual. After each sip, participants were instructed to clear their palates with a swish of water and rate the wine for pleasantness and intensity.

Half the glasses held three different wines without any price information. The remaining glasses contained three different wines of low, medium, and high price with the retail tag clear to see.

In each case, one, two or none of these price-tagged wines had been labelled deceptively. If they were mislabelled, the retail price displayed was either four times higher, or four times lower than the real cost.

When the price of the wine was hidden, researchers found no difference in pleasantness ratings, no matter the actual price.

On the other hand, when the price of wine was mislabelled and deceptively up-priced, pleasantness ratings also increased. For instance, when a low-cost wine was tagged to appear higher in price and exceeded that of the mid-priced wine, participants tended to enjoy the low-cost one more.

"Thus, in wine may lay the truth, but its subjective experience may also lie in the price," the authors conclude.



Beyond sheer enjoyment, this study is the first to assess the perceived intensity of blind tastings in a real world setting, and it suggests that most wine drinkers are able to determine *something* different about more expensive wine - they just don't enjoy that difference as much. In short, while the intensity of expensive wine might taste more obvious, it seems the pleasantness of that glass doesn't always add up to the cost.

These results largely fall in line with previous studies, which have found manipulating wine prices can actually change how pleasant they taste, while the intensity of the wine stays relatively consistent with its price.



In 2008, researchers used functional MRI to scan participants while they tasted wines that were deceptively labelled. When the price of a wine was increased, participants reportedly enjoyed the flavour more, while intensity ratings remained the same.

In 2017, follow-up research was able to confirm these results. Scanning the brains of those tasting wines, researchers found increasing the price of the product once again improved subjective reports of flavour without changing its perceived intensity.

What's more, this deceptive pricing increased activity in the medial orbitofrontal cortex of the brain, which is thought to encode for experienced pleasantness.

"The reward and motivation system is activated more significantly with higher prices and apparently increases the taste experience in this way," said behavioural economist Bernd Weber from the University of Bonn in Germany in 2017. Such studies have allowed us to better understand how marketing might influence our brains and our perceptions of pleasantness, but few experiments have replicated these effects in a real-world setting. Previous MRI studies fed wine to participants through plastic tubes, which means the color and smell were not taken into account, just the price and taste.

This has helped narrow down confounding factors, but it also misses out on several of the ways experts normally judge wine.

The current study is more realistic, measuring both pleasantness and intensity "[to get a more comprehensive understanding of the influence of price on consumer's experience.](#)"

Unlike previous studies, the authors found decreasing the price of an expensive wine by four fold did not change the overall wine ratings for its pleasantness among laypeople. Only when the price was deceptively increased, did the average person seem to prefer the wine more.

These differing results might have occurred because of the more realistic wine-tasting experience, which allowed participants to also take into account the smell and colour of the wine they were drinking. The noise of the event might also have influenced their other senses, possibly reducing or cancelling out the effects of the price information.

"These cues could have potentially lowered the impact of the price information on wine ratings, as participants did not only pay attention to the price information presented," the authors [suggest](#).

The Wall Street workers who ordered their US\$2,000 bottle of wine in 2002 are a good example of exactly this. Their table was in a celebratory mood, "[clearly enhanced by the wine](#)", before they were informed of the mistake.

When the owner of the restaurant told them and apologized, the host supposedly replied, "*I THOUGHT that wasn't a Mouton Rothschild!*"

Nearby, a young couple who ordered an US\$18 bottle of wine found they were actually indulging in something far more expensive.

"Both parties left Balthazar happy that night, but the younger of the two left happier," the owner recalled on Instagram last year.

Sometimes, life is sweeter when you don't know the truth.

The study was published in [Food Quality and Preference](#).

Due acknowledgments: Republished by Science Alert; an article by [CARLY CASSELLA](#) 25 MARCH 2021



Coal fired BBQ Meats - Gavin's Place 12:00 Noon; Saturday 15th May.

Members will pay **\$25 per head** and the club will subsidise the rest. BYO drinks / seating; capped @ 50 people, limited to 20 cars (street parking).

Includes cheeses, cold meats and salads with dessert.

Please bring your own glass...this is very important.



Calling ALL Trophy Winners

The Club is looking to retrieve trophies back from members in the upcoming months in preparation for the new winners. **Perpetual Trophies to be returned by the May (AGM) meeting!**

Covid & Wine Judging - Schedule Realignment

Normally, the August competition is traditionally reserved for Fortified Wines and Liqueurs but it will be re-scheduled. The Club will advise accordingly when fortified & liqueur judging will be re-scheduled.

We have **now** changed the **August competition to 1-3 Year old Red Wines.**



Apple Crush Date – 16th May 2021

Cutoff date for apple juice orders is: 9th May.

Contact a committee member for directions to Ashton, where the crush is being held.

Contact Michael Lineage on mclineage@bigpond.com / Mob 0415 604 788