Global Trends - Wine Industry Key Elements

Oenology: How to get the wine you really want

IT’S enough to make sommeliers splutter into their spittoons: a wine-blending machine that lets drinkers craft a glass specifically to their personal palate, rather than having to pick a tipple, possibly as a result of guesswork, from the range a restaurant or bar chooses to stock in its cellar.

To create a new wine the customer manipulates three sliders on a touch screen attached to the machine. One moves between the extremes of “light” and “fullbodied”. A second runs rom “soft”, via “mellow” to “fiery”. The third goes from “sweet” to “dry”. No confusing descriptions like “strawberry notes with a nutty aftertaste” are needed.

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