



## Editors Notes:

For further information and media passes, please contact:

Jane Silverman, Grenache Symposium PR Director

[press.grenachesymposium@gmail.com](mailto:press.grenachesymposium@gmail.com)

[www.grenachesymposium.com](http://www.grenachesymposium.com)

## Global Grenache Symposium:

Nicole Rolet : [nicole.rolet@chenebleu.com](mailto:nicole.rolet@chenebleu.com)

## Grenache Symposium a Global Success

### Worldwide Initiatives Announced

All of the participants acknowledged the exceptional nature of the event, which took place at La Verrière, home to Chêne Bleu, in the tiny village of Crestet high in the Dentelles de Montmirail Region of the Southern Rhone Valley. With open minds, the experts and producers gathered to talk, ask, listen, learn, think, suggest and decide, creating a Grenache-centric knowledge-base.

After hours of discussion, panelists presented their suggestions to a wide audience of their peers and other attendees, engendering further debate and discussion on key topics. Participants were comprised of representatives from Australia, Austria, Brazil, China, Croatia, Egypt, Hong Kong, India, Ireland, Israel, Italy, France, Germany, Japan, Luxembourg, Mexico, Norway, South Africa, Spain, Sweden, Switzerland, United States and the United Kingdom. The findings will be posted on the Grenache Symposium website ([www.grenachesymposium.com](http://www.grenachesymposium.com)) and published in a Global Guide to Great Grenache.

According to renowned winemaker Zelma Long, "It was very powerful to hear the same viewpoints from many of the international panels after working separately and debating for 6 hours. Certain messages popped up all weekend - suggestions of a Grenache 'world tour', references to Grenache as a 'chameleon', its potential as a noble grape and its unique versatility in food pairings. Grenache, more than any other varietal, is made in the vineyard not in the winery."

Rhone wine guru Philippe Cambie added, "We shared a deep respect for traditional wines made from the grape. We were not looking to change the ways in which great Grenache wines are already made - we were looking to develop an understanding of the larger family of Grenache wines and its versatility. It can make the greatest wines but also help us discover little-known local and foreign *terroirs*."

According to Doug Margerum of Margerum Wines in Santa Barbara, "For the consumer, it's a fairly recent phenomenon to request a wine by the name of its varietal instead of its producer. People now frequently ask for a Merlot, or a Chardonnay... it's only a matter of time before they will ask for a *Grenache*."

The Grenache Symposium was presented by Domaine de Mourchon and Chene Bleu. The patron of the event was Inter-Rhone, in conjunction with sponsors including The Wine Academy of Spain (representing top Garnacha regions); Wine Australia; Sud de France; Gigondas; Vignobles Investissement; WorldFirst; Riedel Glassware; Harpers Wine & Spirits; Provence Consulting; Tonnelerie Vicard, Winterhalter, VEO and others.

Walter McKinlay of Domaine de Mourchon was appreciative of “Inter-Rhone's early support, demonstrating that this institution can be forward thinking, dynamic and open-minded about new ways of approaching complex issues facing the wine world.” Also, Inter-Rhone recognizes the need to give further support to some of the initiatives displayed by the founding members of the Grenache Symposium.



# Highlights of the Grenache Symposium:

## Selection of Key Conclusions:

- Across-the-board agreement that Grenache is the unsung hero of the vineyard – a long-time workhorse of the cellar; it is time to elevate this varietal once-and-for-all to the status of *vigne noble*.
- More than with other varietals, the greatness of Grenache happens in the vineyard. How the vine is tended and how the terroir is managed are all key to quality. The versatility, virtuosity and resourcefulness of the varietal and winemaker are shown in the great wines that can be created in *terroirs* as disparate as those of the schist slopes of Priorat, the rolling pebble vineyards of Châteauneuf-du-Pape and the elevated vineyards of Monterey.
- Unanimous appraisal of Grenache as a great wine to pair with a wide variety of foods. Not just spicy, but savoury meals and grilled foods were also identified as excellent companions to red Grenache-based wines.
- All concurred on the need to feature iconic Grenache wines. Many of these wines were identified at the event, and a platform is being created to promote them globally with a *Grands Vins* tasting, featuring traditional classics as well as cutting-edge ‘new classics’.
- Protect the old vines!
- Encourage all professionals to serve the wine slightly cooled at its ideal temperature of 15-16 degrees Celsius, it is often served too hot—this can diminish the elegance and structure of the wine and overemphasize the alcohol.

## A Call to Action:

The launch of a Global Grenache Association – Les Grenadiers du Grenache -- comprised of winemakers, journalists, scientists, viticulturists, merchants, and open to Grenache enthusiasts worldwide (details will be posted soon on [www.grenachesymposium.com](http://www.grenachesymposium.com)).

Creation of a Grenache Association website – A forum for dialogue and knowledge-sharing.

International Grenache Day - A consumer event to celebrate the wine worldwide: exciting plans for the roll-out will be unveiled shortly.

Labelling – to Include Grenache on the labels of all Grenache-based wines.

Grenache: the World Tour - led by identified iconic Grenache wines. Liase with Hospice du Rhone and other relevant events.

Grenache Logo – designed to include on websites of producers and winemakers

Social Networking – to reach out to a young demographic through Facebook, Blogs and Twitter (@grenachesym), and others.

Education - a one-page memorandum for sommeliers and consumers on how to enjoy Grenache will be widely circulated and available soon on the website. Emphasis on the

3-Ps of Grenache: its ability to deliver on Pleasure (velvety on its own and brings voluptuousness to blends), Price (an affordable alternative to expensive grand crus), and Partnership (exceptional pairing abilities with food).

## **Tastings: Criteria - all wines had over 65% Grenache blend**

5 wine tastings were staged during the symposium with nearly 300 different cuvées of Grenache from Australia to Sardinia, France to America, Spain to Egypt and beyond to South Africa. Producers will be listed soon on the symposium website.

One great example of how well Grenache can age was the French Chateau de la Gardine 1952 (100% Grenache) which was complex, harmonious, and subtle. Clive Barlow MW, Chair of Education at the Institute of Masters of Wine and owner of Press Wine Services commented that “it showed the true elegance and structure that aged Grenache can achieve. Some of the delegates’ wines were also in the line up, such as, from Australia: Torbreck, Henschke, D’Arenberg, Hewitson, & Turkey Flat; Spain: wines by Alvaro Palacios and Telmo Rodriguez, Terroir al Limit, Espectacle; California: Bonny Doon wines, Margerum wines; France: Famous producers from Chateauneuf, like Beaucastel, La Nerthe, Vieux Telegraphe and Clos des Papes, Domaine de la Janasse; Also Ogier and Domaine Richaud. The wines of Clos des Fees were also widely admired as were Philippe Cambie’s. The planned two-hour tasting for the *Grande Degustation* was called to a close after four hours. People didn’t want to leave the tasting for dinner. On that day alone 1000 bottles were opened!

## **The Ultimate Grenache Glass:**

Georg Riedel of Riedel Glass personally ran a workshop to decide the Ultimate Grenache Glass with an impressive panel of wine experts from South Africa (Michael Fridjhon), India (Reva Singh of Sommelier India Magazine), Brazil (Jorge Lucki), England (Neal Martin of eRobertParker.com), Israel (Yair Haidu of Haidu.net) and France (Michel Bettane, Prof Alain Razungles, Philippe Faure-Brac, Philippe Cambie, Dominique Laporte), to elect the best Riedel glass to showcase Grenache. 14 Riedel glasses were used with five wines made of at least 70% Grenache from France: Beaucastel - Hommage a Jacques Perrin,1998 (Chateauneuf-du-Pape) - and L’Oustal Blanc - La Liviniere, 2005 (Minervois); Spain: Tardieu Laurent’s Bodegas Mas Alta - La Basseta, 2007 (Priorat); California: Tablas Creek Grenache 2007 Australia: Torbreck’s The Steading,1998 (Barossa).

After two hours and 5 rounds of comparative tasting and voting, the glass *Shiraz* from the Vinum Extreme collection was unanimously elected best glass for Grenache dominated wines. The Vinum Extreme collection was launched in the early 90’s to better fit the style of the new world wines. The Vinum Extreme Shiraz glass was designed in 2004 by Georg Riedel.

[www.grenachesymposium.com](http://www.grenachesymposium.com)

---

La Verrière: [www.laverriere.com](http://www.laverriere.com) est un lieu privé, maison des nouveaux vins Chêne Bleu, [www.chenebleu.com](http://www.chenebleu.com) 84110 Le Crestet – France.

Domaine de Mourchon: [www.domainedemourchon.com](http://www.domainedemourchon.com) 84110 Séguret.