



PIPLA

PHILADELPHIA INTELLECTUAL PROPERTY LAW ASSOCIATION | EST. 1923





The Most Important thing to learn tonight!

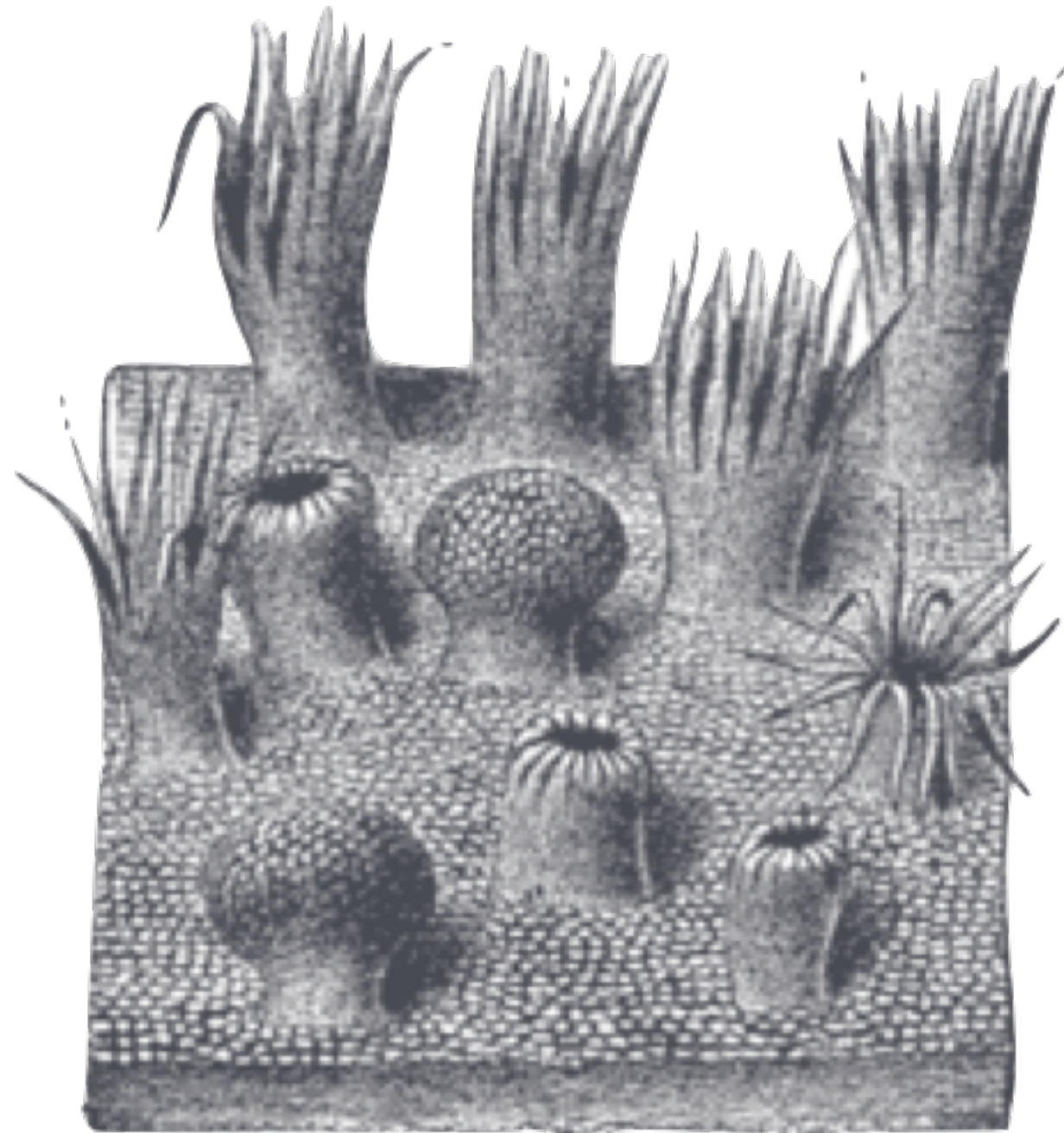
Good wine is wine



that **YOU** like!



What the heck is this????

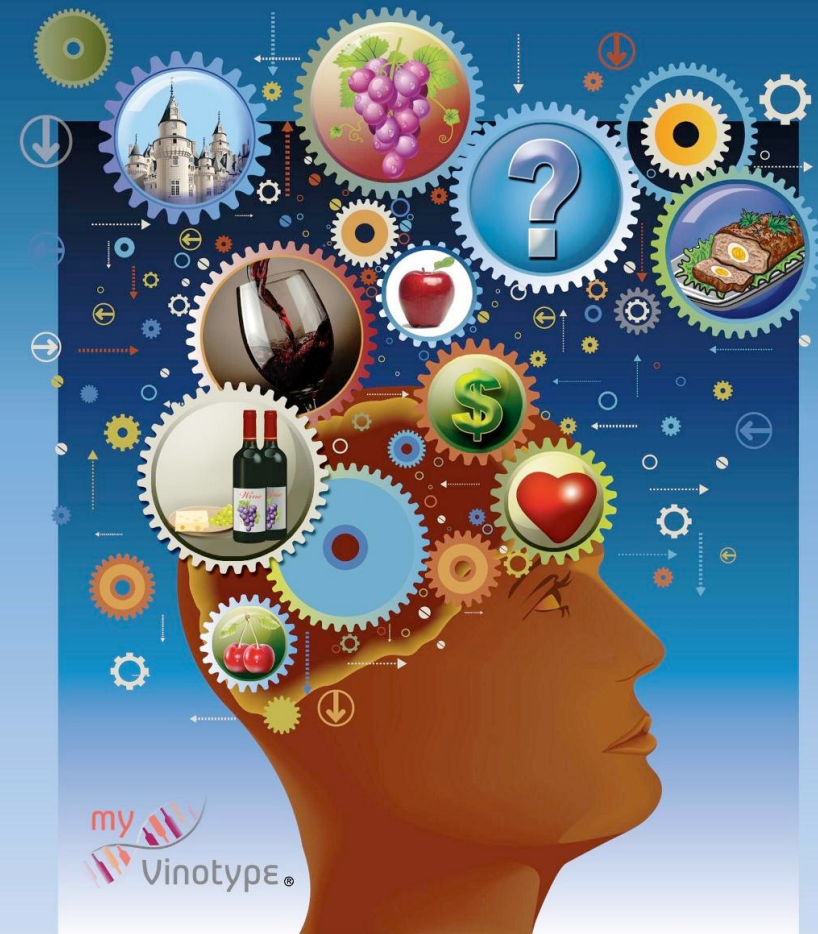




Tim Hanni MW

Why You Like The Wines You Like

Changing the way the world thinks about wine



By Tim Hanni, Master of Wine

New insights about your personal wine preferences, how to find and enjoy wines on your terms and how to match wine to the diner, not the dinner.



Taste Buds - Sensitivity

25%

Sweet

25%

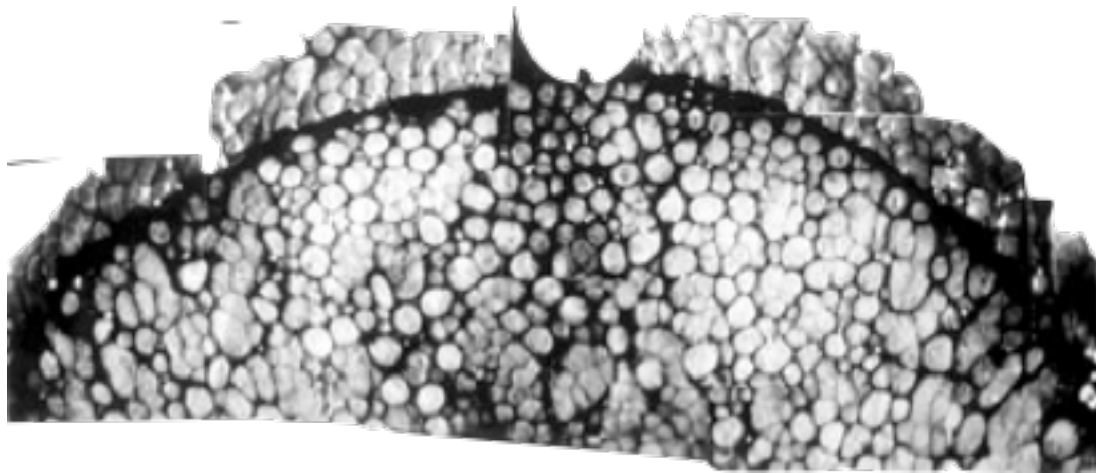
Hyper
Sensitive

35%

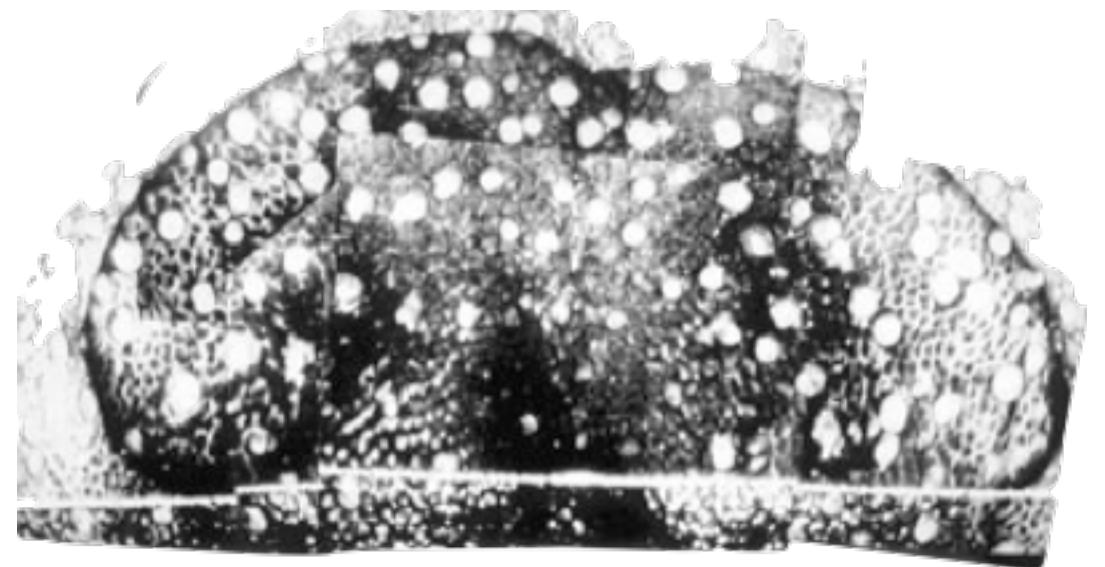
Sensitive

15%

Tolerant



Lots of buds
More Sensitive



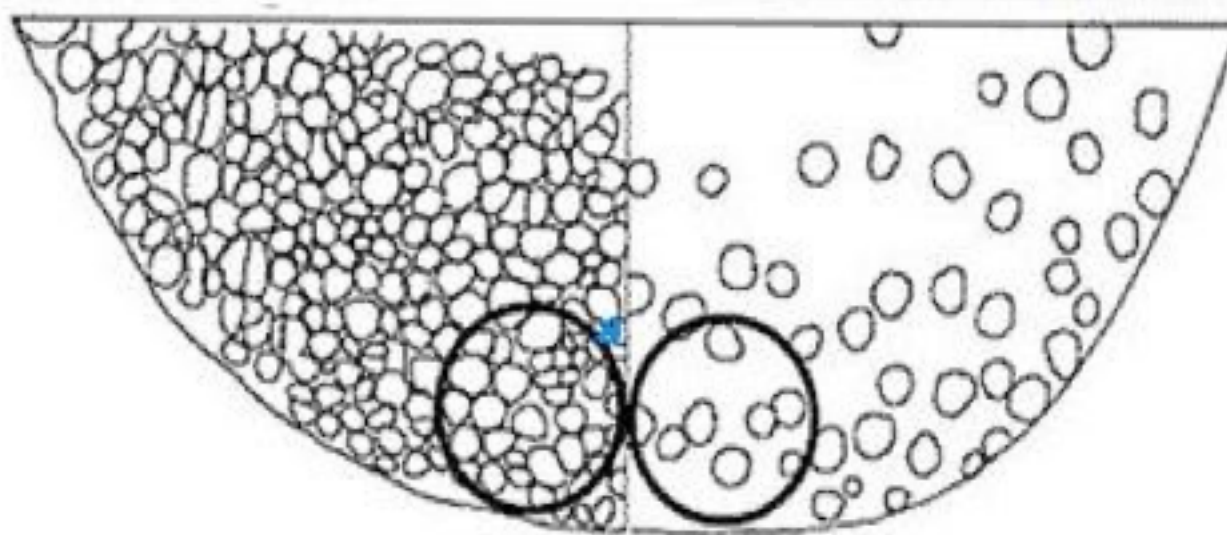
Not many buds
Less Sensitive



Genetics determine the intensity and range of sensations you experience

**Hyper-Sensitive
Taster**

Tolerant Taster



More than 12,000

3,000 is average

Less than 500

Sweet

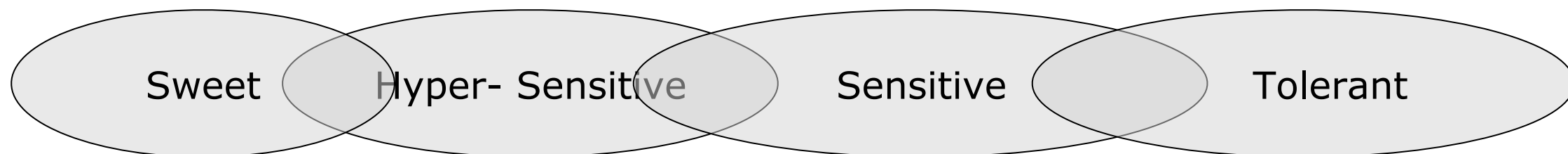
**Hyper
Sensitive**

Sensitive

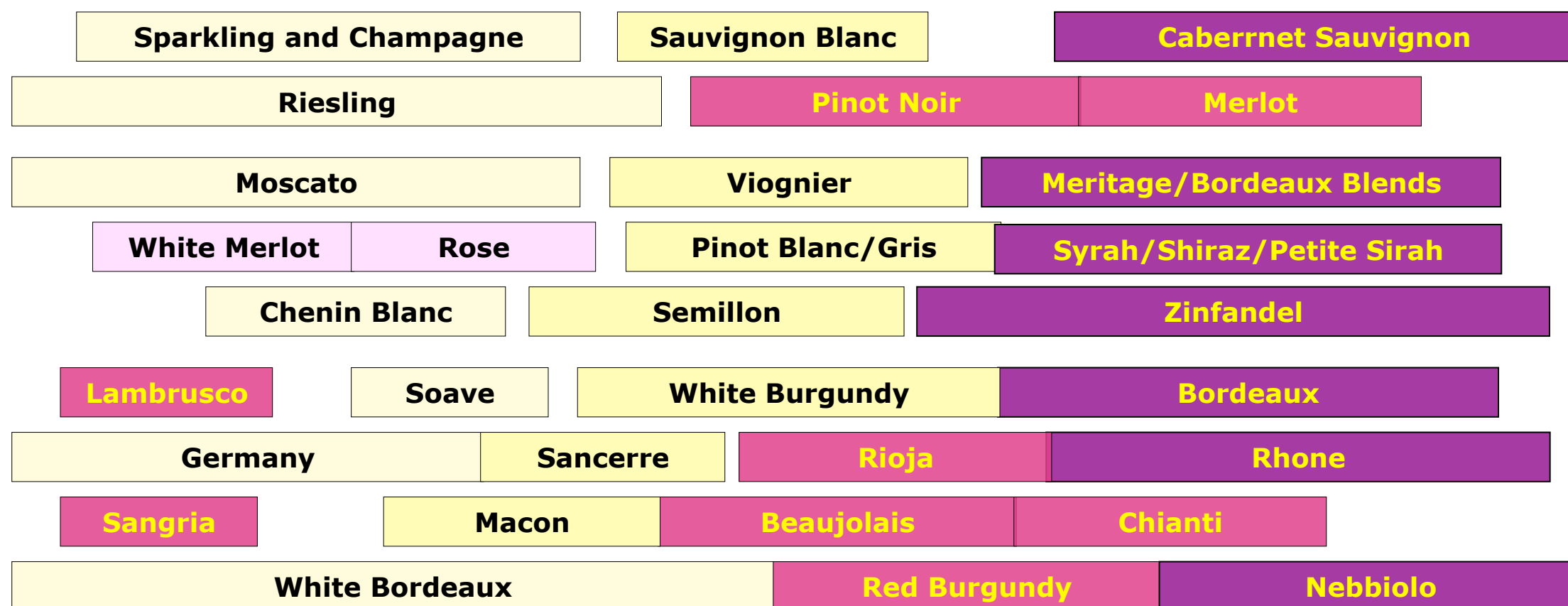
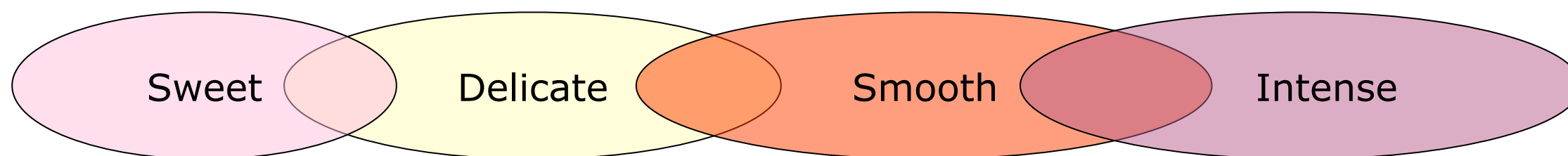
Tolerant



Organizing Wines by Preferences

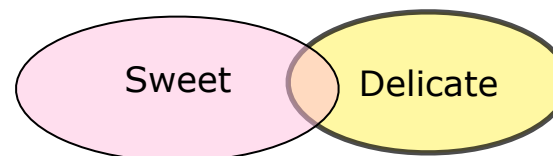


Wine Flavor Categories





Mumm Napa, Brut Rosé Sparkling Wine, Napa Valley, CA MV



Country: USA

Region: Napa Valley, California

Grape(S): 80% Pinot Noir, 20% Chardonnay

Alcohol: 12.5%

Retail Price: 21.99







Bier & Pizza
100 Meter
Städtisches Theater
Friedrichstr. 10
Kino- und Musikschule
Schulstr. 23
Hotel Bären
Fahrradverleih
Schulstr. 22

Hotel Bären
Hotel Bären

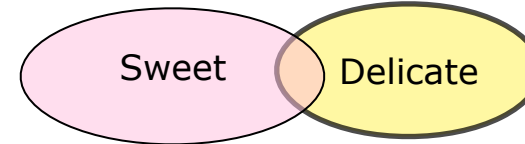
WEINGUT
Dr. J. J. Bergweiler





Wehlen Sonnenuhr, Riesling

Dr. Pauly Bergweiler, Mosel, Germany 2011



Country: Germany

Region: Estate Bottled, Saar, Mosel

Grape(S): 100% Riesling

Alcohol: 8.5%

Chairman's Price: 17.99

Was: 20.00 Save: 7.01





Montagny,

Maison Louis Latour, Burgundy, France 2012



Delicate Smooth

Country: France

Region: Cote de Chalonnaise, Burgundy

Grape(S): 100% Chardonnay

Alcohol: 13.5%

Chairman's Price: 23.99









BODY OF THE WINE



Skim

Light

7 - 11%

Whole

Medium

12 - 13%

Cream

Full

14 - 17%



Old World vs. New World





Old World vs. New World

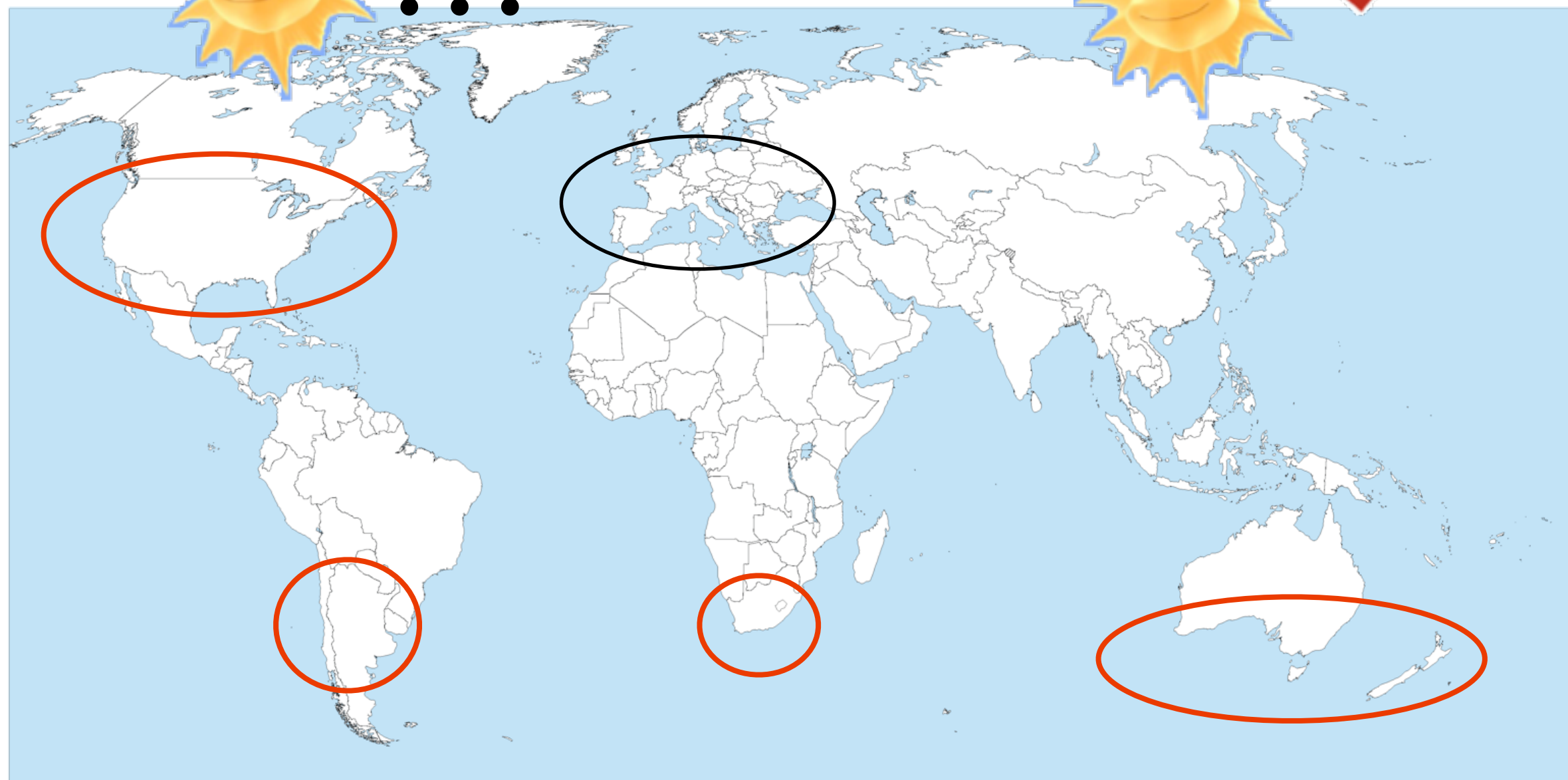




Old World vs. New World

Guaranteed Sunshine??

Guaranteed Sunshine!!









A Proper Claret



Bonny Doon Vineyard, California 2012

Smooth

Intense

Country: USA

Region: California

Grape(S): 62% Cabernet Sauvignon,
22% Petit Verdot, 8% Tannat, 7% Syrah, 1% Petite
Sirah

Alcohol: 13.2%

Retail Price: 16.99





Chianti Classico,

“Fonterutoli”, Mazzei, Tuscany, Italy 2010

Smooth Intense

Country: Italy

Region: Chianti Classico, Tuscany

Grape(S): 90% Sangiovese,
10% Malvasia Nera, Colorino, & Merlot

Alcohol: 13.8%

Oak Aging: 12 months small French Oak

Retail Price: 21.99





CASTELLO DI
FONTERUTOLI





CASTELLO DI
FONTERUTOLI



Thank You! Cheers!



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