SUMMER REDS



WHY DO PEOPLE DRINK LESS RED WINE IN SUMMER?



IN HOT WEATHER,
PEOPLE CRAVE
COLD DRINKS,
BUT MOST RED
WINES DO NOT
TASTE GOOD
CHILLED

WHY DON'T WE SERVE RED WINES CHILLED?



RED WINE'S COLOR
AND FLAVOR DERIVE
FROM ANTIOXIDANT
COMPOUNDS THAT
ARE FOUND IN THE
GRAPE SKINS, NOT THE
GRAPE JUICE

WHY DON'T WE SERVE RED WINES CHILLED?



ONE KEY CLASS OF PHENOLIC COMPOUND FOUND IN GRAPE SKINS IS CALLED TANNIN. IT PLAYS AN IMPORTANT ROLE IN RED WINE, ENRICHING TEXTURE AND ACTING AS A NATURAL PRESERVATIVE

WHY DON'T WE SERVE RED WINES CHILLED?



TANNIN IS VERY, VERY
TEMPERATURE-SENSITIVE.

TANNIN EFFECTS ARE AMPLIFIED IN WINES SERVED BELOW 60°-65°F LEAVING MANY REDS TASTING UNPLEASANT: HARSH AND BITTER.

WHY DO PEOPLE DRINK LESS RED WINE IN SUMMER?



RED WINES ALSO TEND TO BE HIGHER THAN AVERAGE IN **ALCOHOL AND** FLAVOR INTENSITY, **BUT THESE TRAITS ARE MOST** APPEALING IN COLDER WEATHER

WHY DO WE AVOID STRONGER WINES IN WARMER WEATHER?



WHEN IT'S HOT OUT, WE INSTINCTIVELY DRINK MORE LIQUID BECAUSE WE NEED TO REPLENISH THE WATER WE LOSE TO **SWEAT AND FVAPORATION**

WHY DO WE AVOID STRONGER WINES IN WARMER WEATHER?



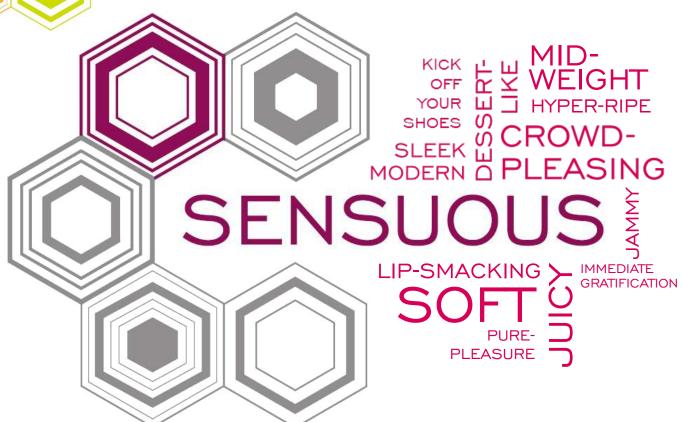
SO WHEN WE DRINK MORE VOLUME, WE INSTINCTIVELY SEEK DRINKS THAT HAVE LESS ALCOHOL AND MORE WATER **CONTENT TO** REHYDRATE

SO WHAT CAN RED WINE DRINKERS DO IN SUMMER?



1. CHOOSE RED
WINES THAT ARE
LOWER IN
TANNIN AND
ALCOHOL THAN
USUAL

















SO WHAT CAN RED WINE DRINKERS DO IN SUMMER?



2. SWITCH TO
ROSÉ WINES
ON HOT DAYS
OR WITH THE
LIGHTEST
SUMMER RECIPES

SO WHAT CAN RED WINE DRINKERS DO IN SUMMER?



2. MAKE SANGRIA!

ADDING JUICE LOWERS TANNIN AND ALCOHOL, SO RED WINES CAN TASTE BETTER ON ICE