

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
EVAPORATION

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



SPECTRUM OF *style*



SENSUOUS

KICK
OFF
YOUR
SHOES
SLEEK
MODERN

DESSERT-
LIKE
D

MID-
WEIGHT
HYPER-RIPE
CROWD-
PLEASING

JAMMY

LIP-SMACKING
SOFT
PURE-
PLEASURE

JUICY

IMMEDIATE
GRATIFICATION



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

