

Fahara Zamorano 1/26/22

Simonne

- Wine is not just a product, but a story
- Chile is one of the biggest wine exporters in the world
- Tannin comes from the skins of the grape
- Delectable- take a pic of label, recognizes the wine and vintage, propagates it, saves to profile, gives you ratings/feedback, link to buy the wines online
- Winefolly has good graphics to learn about wine

Brandon

- Process it takes to become an expert:
  - Work with chefs to create menus
  - Must know about viticulture or wine production
  - Wine pairing:
  - Wine main two components: acidity, tannin as they are easy to recognize (PH and weight also makes some difference)
  - if Wine is acidic, the winemaker may add sugar to balance
  - Tannin: red wine in particular that comes from the skin of the grapes (not in red wine)
- Regional: some sams clubs in southern California might carry more options of wine with slightly larger sizes
- Red wine the grape skin is left in there whereas white wine is not like that.
- A lot of what you are tasting in wine is what you are smelling
- If you don't smell the wine you don't get the full experience
- Any cup that you can stick your nose and get the flavor is Zamorano's preference.
- Different wine cups affect the taste different ways due to the way it influences the way it goes through your tongue and taste buds
- Don't drink wine out of plastic as it changes the flavor.
- covid -19 effects on supply chain:
  - Used to take 4 weeks to get European wines to USA: now it takes 6 months
  - Sams club now has to plan 6 months ahead when placing orders which costs extra
  - Has to place orders for future seasons which increases costs
- Something that has affected logistics of wine supply chain: Glass
  - 80% of glass used for wines for \$20 was made in china
  - Wine makers has started canning, boxed wine, trendy wine for entry level wines
- Wines that are aged are meant to have a dark glass to protect from UV rays.
- Next best thing for wine sampling besides glass
  - Companies that make plastic wine glasses
  - Company: GoVino (reusable)
  - <https://govino.com/>
  - People can take it to the park
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- Sams Club doesn't have a budget for associates to become wine experts and will likely not happen
- Amazon of wine recommendations:
  - Delectable
    - Takes a picture and automatically recognizes it
    - Can ask you more if it doesn't
    - Gives ratings and feedback that's from anywhere
    - Checkmarks from professionals are added
    - Has links to buy the wines
    - <https://www.bonappetit.com/story/i-use-a-wine-app-and-its-great>
  - Wine folly:
    - Very visual way to learn about wine
    - Ways to get the youth interested in wine
    - <https://winefolly.com/>
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- How do you speak to a consumer with correct knowledge of the culture of wine?
  - Zamorano: "wine shouldn't be intimidating or so exclusive that only some people are learning about or have access to"
  - Zamorano: "the more people know about wine the better it is for the industry"
  - "They must to demystify it and make wine more inclusive"
  - Sustainability of the industry with more aware consumers who knows of the practices that are not always not always environmentally focused is becoming more important.
  - Having consumers being aware of what they are spending to make decisions on sustainable wines combined with sams clubs buying power can cause massive change.
  - Zamorano: "Sams can buy your product but you cannot do that, take care of your workers, and if you do that you can have our business"
  - Zamorano: "the main importance is more accessibility, more transparency"
- Infographics to educate consumers?
  - More retailers are doing variation of this as consumers care more
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- Wooden crates: carries 16 bottles
  - compromise of higher quality wine with decent volume.
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Lucas

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Shyla

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