

PLANNING AND UNDERSTANDING FOOD AND WINE PAIRING EVENTS

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THE BASICS

Planning and Organization

- ◆ Who is hosting?
- ◆ Who are the guests?
- ◆ Get the team involved with menu development.
- ◆ When is the event?
- ◆ Determine the seasonality of the menu.
- ◆ Will there be committee involvement?



CLUB EVENT OR PRIVATE EVENT

- ◆ Deciding the revenue category will dictate pricing.
- ◆ Club event pricing structure will often be dictated by governing committees.
- ◆ Private events tend to be more flexible with pricing.
- ◆ Additional fees, such as corkage or room rental.

WEIGH-IN / ASK QUESTIONS YOUR OPINION MATTERS

- ◆ Based on financial structure, what is a reasonable cost of goods? 35%, 40%, 45% or more. Calculate your cost and present them with a suggested menu price, be reasonable.
- ◆ How many courses?
- ◆ Know what the cost of each course is.
- ◆ How many wines will there be?
- ◆ Will host provide, or will club provide, or will it be a mix?

SETTING YOURSELF UP FOR SUCCESS

THE IMPORTANCE OF TASTINGS

- ◆ Are you pairing the wine to the food or the food to the wine? Will it be themed around wine - Italian perhaps?
- ◆ Can you sample the wine being served or perhaps a wine with the same style and character.
- ◆ Will the host be present for the tasting?



FUNDAMENTALS OF WINE STYLES & CHARACTER PART I

Sweetness

dry - off dry - medium dry - medium sweet - sweet - luscious

DRY: Most Table Wine	OFF-DRY: Riesling labeled "dry"	MEDIUM-DRY: White Zinfandel	MEDIUM-SWEET: Asti, Kabinet/Spatlese, Riesling	SWEET: Port, Sauternes, Tokaji	LUSCIOUS: Pedro-Ximenez, Eiswein, TBA
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Acidity

low - medium(-) - medium - medium (+) - high

Black Coffee = (CA Chardonnay)	Tomato Juice = (Cabernet Sauvignon)	Orange Juice = (Sauvignon Blanc)
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Tannin

low - medium(-) - medium - medium (+) - high

Beaujolais = Low	Merlot = Medium	Barolo = High
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Alcohol

low - medium(-) - medium - medium (+) - high

<12% = Low (Riesling)	12.5%-14% = Medium (Bordeaux)	14%< = High (Aussie Shiraz)
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FUNDAMENTALS OF WINE STYLES & CHARACTER PART II

Body (Weight)

low - medium(-) - medium - medium (+) - full

Non-Fat Milk = Light	2% Milk = Medium	Whole Milk = Full
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Flavor Intensity (Volume)

light - medium (-) - medium - medium (+) - pronounced

Inexpensive Italian Pinot Blanc = Low	White Burgundy = Medium	Gewürztraminer or Viognier = High
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Flavor Characteristics

primary - secondary - tertiary

New, developing, or Mature? – Why does this matter?

Finish

short - medium (-) - medium - medium (+) – long

DESCRIBING FLAVOR AND AROMA

PRIMARY

Floral

Green fruit

Citrus fruit

Stone fruit

Tropical fruit

White Wine by
Growing Climate

Red fruit / Black fruit = Red Wine

Dried / Cooked fruit

Herbaceous / Herbal

Pungent spice

SECONDARY

Yeast:

Think Brioche or Toast

MLF:

Think Butterscotch, Cream

Oak:

Think Vanilla, Baking Spices

TERTIARY

Oxidation:

Think Bruised Apple

Fruit development:

Think Chutney / Compote

Bottle age:

Think Mellowed Seamlessness

PAIRING FOOD WITH WINE

Food that is consumed with wine has an effect on the way a wine tastes, and wine can also affect the taste of food. The purpose of food and wine pairing is to take advantage of these effects, so that the food and wine consumed together ideally provide more pleasure than either would if consumed separately.

Wine should be considered as "the final seasoning to the dish"



DOUBLE TROUBLE

There are two components in food that tend to make wine taste 'Harder' (more astringent and bitter, more acidic, less sweet and less fruity).

SWEET

&

UMAMI



SWEETNESS IN FOOD

- ◆ Increases the perception of bitterness, astringency, acid and the warming effect of alcohol in the wine.
- ◆ Decreases the perception of body, sweetness and fruitiness in the wine.

Tip from the CMC:

The food should never be sweeter than the wine!

UMAMI IN FOOD

- ◆ Increases the perception of bitterness, astringency, acidity and the warming effect of the alcohol in the wine.
- ◆ Bitterness in wine comes from skin contact or oak, so low-tannin reds or oak aged white wine can become surprisingly bitter and unbalanced when consumed with umami rich foods.
- ◆ Decreases the perception of body, sweetness and fruitiness in the wine.

Tip from the CMC: Choose umami rich foods that are high in salt: cured or smoked seafoods, meat or hard cheeses - like Parmesan.

THE DYNAMIC DUO

There are two components in food that tend to make wine taste 'Softer' (fruitier, sweeter, fuller body).

ACIDITY

&

SALT



ACID IN FOOD

- ◆ Increases the perception of body, sweetness and fruitiness in the wine.
- ◆ Decreases the perception of acidity in the wine.
- ◆ Acid in food can bring a medium (+) - high acid wine into balance. However, if the level of acid in the wine is low - medium (-), foods with high acid can make the wine seem flat or lacking focus.

Tip from the CMC:

Use foods that are naturally acidic. Citrus, secession sec, and serve with a traditional old world red wine.

SALT IN FOOD

- ◆ Increases the perception of body in wine.
 - ◆ Decreases the perception of astringency, bitterness and acid in the wine.
- * High salt foods, such as stir fry can make a red wine taste more tannic.

Tip from the CMC:

Our friend kumbo (dried kelp) has high levels of umami and salt.

PROTEIN & FAT

Protein and Fat

- ◆ Decrease perception of tannins (astringency) and bitterness.
- ◆ But! Fat may also reduce capacity to detect nuance in wine.

Tip from the CMC:

Taste the difference! Try pairing a fatty ribeye steak with Barolo, then try the same wine with grilled chicken breast and you will know the difference.

OTHER CUISINE ELEMENTS

Bitterness

- ◆ Increases the perception of bitterness in the wine.
- ◆ Sensitivity to bitterness varies greatly from person to person.

Tip from the CMC:

Stay away from bitter foods when planning your food and wine pairing.



Chili Heat in Food

- ◆ Increases the perception of bitterness, astringency, acidity and the burning effect of alcohol in the wine.
- ◆ Decreases the perception of body, richness, sweetness and fruitiness in the wine.

Tip from the CMC:

Bitter food and chili peppers live on a non-wine drinking planet.



FINAL CONSIDERATIONS

Wine's Flavor Intensity and Body

Think of flavor intensity as "how loud" a wine is, and body how "heavy" the wine is.

Pay attention to the intensity and body of wine with the flavor intensity and weight of dish so one is not overpowered by the other.

Match intense wine with intense food so one is not overpowered by the other.

APPLYING THE PRINCIPALS

When selecting food and wine pairings it may be helpful to divide dishes and wine into two categories.

High-risk foods: Sweet and Spicy Soy Based Stir Fry

- Sugar
- Umami - except when balanced by the addition of acid or salt providing this is in keeping with the character of the dish
- Bitterness
- Chili heat

High-risk wines: Napa Valley Cabernet

- ◆ High levels of bitterness and astringency caused by oak or grape tannins
- ◆ High levels of alcohol

Low-risk foods: Tapas or Pintxos

- Salt
- Acidic - only when paired with high-acid wines
- Fat and protein

Low-risk wines: Champagne

- ◆ Unoaked wines with little RS (residual sugar)
- ◆ Little to know skin contact

WINE PAIRING APPROACHES

Examples of the perfect match

Goat Cheese and Sancerre / Oysters with Muscadet / Stilton with Port / Olives with Manzanilla

These pairings work well because of the taste interactions between the structural components of the food and wine (salt, sweet, acid, etc.)

TYPES OF PAIRINGS

One-Way Pairings: These pairings either make the wine shine or the food shine, but not both.

Two-Way Pairings: These pairings make both the food and wine shine.

Three-Way Pairings: These pairings not only make both the food and wine shine, but they also create an additional enhanced (somewhat magical) element or sensory experience.

Do you believe that for every dish prepared there is a wine that will provide the perfect match? If you are well educated and understand the basic principles of food and wine pairing you will discover that for every wine, you will be able to create the perfect pairing.

Robert J. Mancuso, Certified Master Chef

Learning a few core principles of cuisine has helped me become a better, more complete wine professional. It is my hope that learning a few core principles of wine may benefit chefs in some way too.

Martin Reyes, Master of Wine

*Vanilla Poached Lobster | Kaffir Lime | Avocado | Radish |
Pickled Onion | Apple*

Classic/Complement: Dominique Cornin Pouilly-Fuisse Les Chevrieres
Adventurous: – Salomon Undhof Kremstal Gruner Veltliner Von Stein 2014
Luxury: Bruno Paillard Brut Blanc de Blanc 2004



*Spiced Duck Breast | Chanterelle Crepe | Crispy Onion |
Charred Carrot | Golden Chard*

Classic/Complement: Peter Paul Mille Frere Sonoma Coast Pinot Noir 2016
Adventurous: Domaine Louis Cheze Condrieu 2015
Luxury: Roccolo Grassi Amarone 2012



*Dried Apricot Cremeux | Butterscotch Crumble | Honey
Meringue | Mandarin*

Classic/Complement: Chateau Doisy Vedrines Sauternes 2009
Adventurous: Dr. Loosen, Estate, Riesling, Beerenauslese 187ml 2013
Luxury: Chateau Pajzos Tokaji Aszu Eszencia 500ml 1999



