



who's talking in this issue

September 2017

Dr. Linda Bisson, enology professor, UCD, *Wine Taints of Microbial Origin*, page 50

“Consumers tend to like generic fruit and floral characters when they think they come from and are associated with the varietal; but when these characters come from microbial activity, consumers are less likely to consider them positive.”

Curtis Phillips, senior technical editor, WBM, *Thinking About Barrel Trials*, page 44

“I simply think that we do ourselves a disservice when we brush off the practice of science as ‘too difficult’ or ‘for academics only.’ Science is not the sole domain of academia.”

Todd Newhouse, winemaker, Upland Estates, *Varietal Focus: Tempranillo*, page 14

“We want to make a refined, yet expressive version of Tempranillo as grown on Snipes Mountain. There is usually a minerality, almost citrus-like, to these wines. We would like a wine that you can drink on its own but also goes well with food.”

Melanie Krause, winemaker, Cinder, *Varietal Focus: Tempranillo*, page 14

“We are trying to produce a robustly textured wine with intense aromas and flavors, balancing fruity and earthy elements. We are most concerned with texture and sensation. We want Tempranillo character to come through in a graceful, seamless way from start to finish.”

Mark Greenspan, author, *Is Sustainability Economically Viable?* page 60

“How many times have I said it? Sustainable viticulture is the only viticulture.”

Joel Gott, co-owner, Gott's Roadside, *Wine Sales are Fueling Success at New Fast-Casual Dining Concept*, page 66

“We don't mark things up as high as you would in a fine-dining restaurant. I don't think a fast-casual customer is expecting or wanting to spend as much on wine.”

Cheryl Murphy Durzy, founder, Liberation Distribution, *Distribution for the Small Winery*, page 88

“Any company anywhere in the world that wants distribution can have it.”