

To Another Great Year



DISCOVERED FOR YOU – TREND THEMES @PROWEIN 2019

Compiled by industry experts Stuart Pigott
& Paula Redes Sidore as well as by the scene
blogger Peter Eichhorn.



Messe
Düsseldorf

Our experts

PAULA REDES SIDORE

Paula Redes Sidore first fell hard down the Riesling rabbit hole shortly after arriving in Berlin, Germany in 2002 with a freshly minted Master's Degree in Creative Writing from George Mason University, a five-week-old baby and, like so many Americans, no knowledge of German wine.



STUART PIGOTT

After getting a master's degree in cultural history from the Royal College of Art in London in 1986 Stuart Pigott realized that the only way he could earn a living was to write about wine.

PETER EICHHORN

Peter Eichhorn never jogs; otherwise he would spill his martini. As an author of specialist drinks, he explores the fermenting vats, barrel cellars and distilleries of this world.



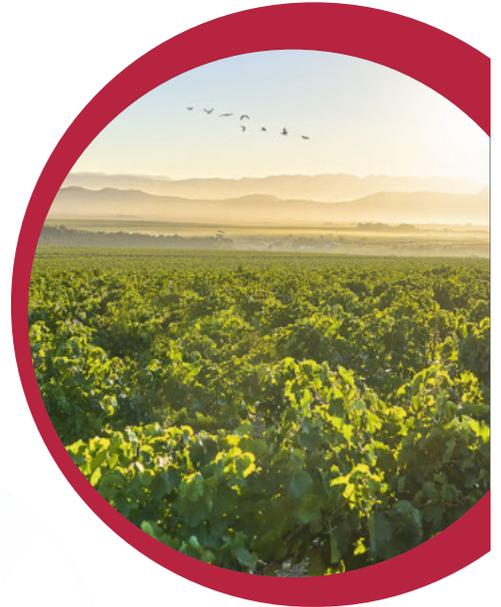
Paula Redes Sidore & Stuart Pigott

RARE AIR : HIGH ALTITUDE VINEYARDS

One of the first things any student of wine learns is the classic climate types: Maritime, Mediterranean and Continental. The underlying conceit is that these three profiles encompass the entire range of optimal conditions for grape cultivation worldwide. A new generation of high-altitude vineyards – many available for tasting at ProWein 2019 – is challenging these assumptions. From the Rieslings on the mountains of Colorado (1975m) to Muscat on the Tibet Plateau (3563m), the Mountain climate is ready for the limelight.

Small selection of current trends:

- Weingut Wagner-Stempel, Germany (Hall 14, Stand E 31)
- Ridge Vineyards, USA (Hall 9, Stand C 06-10)
- Bodega Catena Zapata, Argentina (Hall 9, Stand E72)
- Susana Balbo, Argentina (Hall 9, Stand A 68-C68)



Peter Eichhorn

ZERO WASTE AND SUSTAINABILITY

What actually is this sustainability, which is spoken of so often and in so many different ways? The United Nations states, “Humanity has the capacity to make progress sustainable in order to ensure that it meets the needs of the present without compromising the needs of future generations.” Current economic considerations also demand a decisive step towards continued intensification: Hence, it is not a question of generating profits, which then flow into environmental and social projects, but of generating profits in a socially and environmentally compatible manner already beforehand.

New recycling chains are emerging in order not to stack the surplus of the modern throw-away society on the rubbish dumps, but to ensure that it is put to further meaningful use. There is also growing interest in waste prevention in the international bar scene. Enthusiastic and innovative, bar operators implement concepts ranging from plastic avoidance to 100% fruit recycling wherever possible. A trendsetter is the “Scout” bar in London, which now also has a branch in Sydney, Australia. The bar with “boy scout” in the name tries to throw away as little as possible. Thus, for example, a lemon is not only pressed for its juice content, but the essential oils are extracted from the peel to make a vinegar or a syrup. Even the lemon seeds find their use and are transformed into a bar bitter.

Small selection of current trends:

- Top Series by Amorim, Portugal (Hall 10, Stand C 02)
- holzpost GmbH, Germany (Hall 14, Stand B 91)
- Formitable GmbH, Germany (Hall 14, Stand A71)

Paula Redes Sidore & Stuart Pigott

YES, WE CAN: THE RISE OF CANNED WINES

Purist and pretension both start with P. So does ProWein, although the three need not inherently go together. Plenty of ink has been spilled elsewhere on what WINE can be: a cultural treasure, a sublime component of haute cuisine, a fabulous investment. This article is concerned with something else: what a WINE CAN can be. Producers are increasingly grasping that wine needs to be made more approachable and inclusive if it is to engage a younger consumer base. The millennial generation, for example, is far more interested in convenience and coolness than conceit, opening the door to alternative marketing and packaging. A Nielson study from 2017 found that canned wine's dollar growth rose by 54% in the 52 weeks ending Dec 30, 2017, the highest of any alternative wine packaging.

Small selection of current trends:

- Francis Ford Coppola, USA (Hall 9, Stand A 06)
- Union Wine Company, USA (Hall 9, Stand D 08)
- Finest Food Factory, Germany (Hall 13, Stand A 46)



Peter Eichhorn

BEER & CRAFT BEER – THE NEW BARLEY JUICE GENERATION

Who would want to contradict the author and Pulitzer prize winner Dave Barry, who rightly remarked: "Without a doubt, beer is mankind's greatest invention. Well, I admit the wheel was not a bad idea either, but it does not go quite as well with a pizza as a beer does." However – over the past decades this favourite beverage was put on the siding. Beer styles disappeared, and diversity in gastronomy existed at most in Bavaria, especially in Franconia. In Great Britain, people enviously looked at a dozen shiny taps, which every pub has as a minimum, and from which a wide range of ales and lager beers flow. And then there was also the so-called "craft beer revolution", the new world of beer diversity. From the USA of all places – the country that the local beer drinkers liked to label as the home for bland, thin beers. And suddenly it is from there of all places that the inspiration comes for new brewing processes, a multi-layered approach to hops and the suggestion to regard beer not only as a thirst quencher but also as a pleasurable beverage.

Small selection of current trends:

- "Helle Aufregung", Landgang Brauerei, Germany (Hall 7.0, Stand D 44)
- "Baltas Melas", Genys Brewing, Latvia (Hall 7.0, Stand B 53)
- "Craftwerk Mad Callista", Craftwerk, Germany (Hall 7.0, Stand D 37)
- "Pale Ale", Vulkan Brauerei, Germany (Hall 7.0, Stand D 33)
- "Drunken Sailor" India Pale Ale, „Neue Bierkultur“, Germany (Hall 7.0, Stand D 31).
- Triple Grain Strong Ale, Brasserie Alaryk, France (Hall 7.0, Stand D 19)
- Barley Wine, La Brasserie du Bout du Monde, France (Hall 7.0, Stand D 46)
- Glaciale Imperial IPA, Birra Dell' Eremo, Italy (Hall 7.0, Stand D 35)
- Brlo Berliner Weiße, Germany (Hall 7.0, Stand D 31)
- "Kapitän" (alcohol free), Landgang Brauerei, Germany (Hall 7.0, Stand D 44)

Stuart Pigott & Paula Redes Sidore

CHENIN BLANC & GAMAY: 21ST CENTURY MEGA-COOL TWINS

#chenincheninchenin is the battle cry of a global army of sommeliers fighting to make the Chenin Blanc grape great again and at its head stands a modern Jeanne D'Arc by the name of Pascaline Lepeltier. Like the grape she's a native of the Loire Valley in France, but this movement is based in New York City where Lepeltier was the sommelier of Rouge Tomato restaurant for almost a decade before moving to Racines in Tribeca early this year. Making Chenin Blanc great again strikes many wine professionals around the world as a worthy cause, not only because this is a drastically underrated grape variety, but also because it enjoys the reputation of being the only white grape apart from Riesling that can impress across the entire taste spectrum from bone-dry to honey-sweet thanks to its vibrant acidity and elegance.

Small selection of current trends:

- Mulderbosch Vineyards, South Africa (Hall 9, Stand B 28)
- Pine Ridge Vineyards, USA (Hall 9, Stand C 06)
- Wines of Ontario, Canada (Hall 9, Stand D 48)



Peter Eichhorn

DRINKING AND CUDDLING MEET HOME & "HYGGE"

"Try it with cosiness, with calmness and with cosiness. You'll chase away everyday life and worries", sang the bear Balu in the legendary classic "The Jungle Book". And just as the original German 'Gemütlichkeit' found its way untranslated into the English or French language, the Danish 'Hygge' has recently been included in the local Duden. With a book in your armchair – naturally in Nordic design – and a crackling fire in the fireplace. Outside rain pelting against the windows and a cup of temptingly smelling hot cocoa. This is what hygge is all about. And a good shot of rum in the cocoa, perhaps? If you believe the many hygge guidebooks, warm drinks are regarded as ideal drinks for this lifestyle. And a look out of the window at the current weather conditions provides further confirmation. Thus bring on the rum. A walk around ProWein is really worth your while, because rum is represented in an extraordinarily wide variety amongst the spirits.

Selection of current trends:

- Dictador Europe, Poland (Hall 12, Stand E 71)
- Cognac Haus Ferrand Deutschland GmbH, Germany (Hall 12, Stand A 27)
- Rhum Clément, France (Hall 12, Stand F 54)
- Revolte Rum Felix Georg Kaltenthaler, Germany (Hall 7.0, Stand B 43)
- Heaven Hill, USA (Hall 12, Stand C 85)
- Hyde Irish Whiskey, Ireland (Hall 12, Stand A 80)
- Kinahan's Whiskey, Ireland (Hall 12, Stand A 80)
- Koval Distillery, USA (Hall 12, Stand D 85)
- Kirsch Whisky, Germany (Hall 7.0, Stand B 02)
- Loch Lomond Group, Scotland (Hall 12, Stand G 101)
- Whisky der Brennerei Liebl, Germany (Hall 12, Stand D 65)
- Kirsch-Destillat der Brennerei Humbel, Germany (Hall 7.0, Stand D 26)
- Obstbrände der Gebr. J. & M. Ziegler GmbH, Germany (Hall 13, Stand E 118)
- HirschRudel, Germany (Hall 7.0, Stand A 01)
- Berliner Brandstifter, Germany (Hall 7.0, Stand B 24)
- Alkoholfreier Gin der Rheinland Distillers, Germany (Hall 7.0, Stand B 26)
- 1423 ApS, Denmark (Hall 12, Stand F 100)
- Copenhagen Destillery, Denmark (Hall 7.0, Stand C 35)



Paula Redes Sidore & Stuart Pigott

FIELD BLENDS: LOOKING BACK TO MOVE FORWARD

Wine is often sold by its 'story', and every good story needs a conflict. Nature has conveniently provided us with a villain, climate change. A good story needs a hero, too. There are many candidates. Some are highly futuristic – robotic harvesters and self-actuating irrigation systems. Others are highly practical, such as midnight harvests in Spain to beat the heat. Others look back in order to move forward, with Old School technology such as earthen amphorae. The champion for today's story also comes from that latter category of Old School Cool: the Field Blend.

The idea is as simple as it is traditional: interplanted vineyards of multiple grape varieties grown, harvested and vinified together. In contrast to 'modern' viticulture, the blending is done in the vineyard instead of the cellar. Many proponents of field blends consider them to be one of the few reliable and effective transporters of terroir, because many different varieties planted together reflect the unique profile of the wine's origins in a way that no single varietal can. Undeniably, the varietal's characteristic aromas and flavors are a necessary part of every varietal wine's personality and can dominate the vineyard character.

Small selection of current trends:

- Weingut Weininger, Austria (Hall 17, Stand F 10)
- Quinta do Vallado, Portugal (Hall 10, Stand G 22)
- Ridge Vineyards, USA (Hall 9, Stand C 06)

