

Wine of the Month

Red wine – “Legend” - Shiloh Winery, 2013

The Shiloh winery manages to surprise us repeatedly with interesting wines. Amichai Lurie, their autodidactic winemaker, thinks out of the box with varietals such as Barbera and Petit Verdot before it became fashionable. “Legend” is an unusual blend of Petite Sirah, Petit Verdot and Shiraz and surely will be a great air-travel companion.

So what's your story?

Like restaurants, new wineries emerge on weekly basis but too many of them are lacking an original story and their wines have nothing uniquely local nor a great personal touch. Quality wines however, have a true story theme, be it local or personal style.

The “varietal” story

Varietal wines are the most frequent “stories”. A Merlot should express the character of the varietal. The audience for these wines aren't looking for a complex story; on the contrary, they like a generic message. No wonder these wines were very successful in the ‘New World’; it was an easy way to reach to new consumers. In the restaurant scene, this story would be of a steakhouses, Seafood or pizza, where it's immediately clear that the raw material is king.

The “place” story

Chablis, Sancerre or Rioja wines express a geography and a local culture; a tradition of acclimatized varietals that adapted to the native landscape. They tell a lot more than just the varietal, as although Chablis wines are all made of Chardonnay, their “poetry” is unique and significantly different. Just like Italian, Thai or French restaurants that obviously represent a local tradition.

“Families” stories

Here traditional family styles take center stage. The Antinoris, the Mondavis ... True, they mostly worked in limited regions; nevertheless, the family's importance superseded the varietal or locale; the family was the focus and became the brand. In cities, worldwide there are restaurants that passed from parents to children, where the family name is the essence.

The “personal” story

The personal story is the most difficult to succeed with, but it's the story with the greatest payback. Culinarily, these would be “chef restaurants”, with no locale or raw material obligations, but with an original, personal story. These ego-laden wines can be sometimes exaggerated with a burning need to prove something (as do many chefs). But fine vintners who respect nature and have an inner truth will produce the most moving and expressive wines no one could imitate.

