Grape Expectations

Alcohol at your next event

with HopCity’s Mina Holliday

7th Annual Workshop: Every Event Tells a Story
Friday, November 20, 2015
Who am I?

(a brief introduction)
Grape Expectations: Who Am I?

Mina Holliday - that’s me!

- Certified Sommelier
- Certified Cicerone
- Sake Professional
- All around swell gal
Grape Expectations: Who Am I?

Hop City Craft Beer & Wine

- On the Westside, minutes from Tech Campus
- Best of Atlanta: Creative Loafing & Atlanta Magazine
- Locally owned business, 7 years strong
- Professional, highly knowledgeable staff
- GATech discount and invoicing available
Choosing Beer

Classics, Trends and Craft
Grape Expectations: Choosing Beer

Classics

- “Macro” lagers
- Light beer options
- Classy classics
- The safe bet
Grape Expectations: Choosing Beer

Craft Beer

- What is craft beer?
  - “A beer made in a traditional or non-mechanized way by a small brewery”
  - A departure from the more mass-produced beers
  - Uses higher quality ingredients
  - Thought to be more flavourful, pair better with food than the “classics”
Craft Beer

- Why choose craft beer?
  - Local:
    - Jobs jobs jobs
    - Good for the community
    - Availability
    - Showing off GA/Atlanta
  - Range of choice
  - Immersion/thoughtfulness/storytelling
  - Popularity
Craft Beer

**U.S. Beer Sales Volume Growth 2014**

- **Overall Beer**: 0.5% growth, 197,124,407 bbls
- **Craft Beer**: 17.6% growth, 21,775,905 bbls
- **Import Beer**: 6.9% growth, 29,430,185 bbls
- **Export Craft Beer**: 36% growth, 383,422 bbls

**Overall Beer Market**: $101.5 billion

**Craft Beer Market**: $19.6 billion (22% dollar sales growth)

**Craft Beer**
11% share in 2014 (21,775,905 bbls)

**Import** (29,430,185 bbls)

**Domestic** (145,918,317 bbls)

Source: Brewers Association, Boulder, CO
Craft Beer

- Trends
  - Radler/Shandy
  - Berlinerweisse/Gose
  - IPA
    - ***What is an IPA anyway?***

- So many choices - how do you navigate?
  - Pale Ale, Amber, Stout, DIPA, the list goes on...
Choosing Wine

Classics, Trends and what’s the deal with Rosé?
Grape Expectations: Choosing Wine

Classics

- Why go classic? - The safe bet
- Chardonnay
- Cabernet Sauvignon
- Pinot Noir and Sauvignon Blanc?
Trends

- Why go trendy? (It’s not just all about) the Benjamins
- Garnacha, Torrontes, Viognier, Vinho Verde, oh my!
- Bubbles!
- Rosé
  
  AKA - Not your mother’s White Zinfandel
The Palate

(He likes Merlot but she likes Zinfandel, what do I buy?)
Grape Expectations: The Palate

The 5 Senses of Taste

- Sweet
- Salty
- Sour
- Bitter
- Umami
Wait, what is *umami*?

- A “new” taste
- French / Japanese concept
- From the Japanese word “yummy”
- Also known as savory
Grape Expectations: The Palate

What does this have to do with your event?

- Don’t rely on just your tastes
- Catering to a wide variety of palates
- Food is important
- Is there a wrong answer?
Food Pairings
(Taking the scary out of your choices)
Pairing With Beer - Some Basics

Flavor Triangle

Potential elements one may perceive in a beer.

Taste Elements
- Sweet, Salty, Sour, Bitter, Umami
- Emerging: Fatty acids, Carbonation, MacaLl

Sensations
- Cold/Hot, Silky/Tannic/Asstringent, Thin/Heavy
- Sparkling, Dry/Cloying, Fleasy/Puckerine, Cool/Blum

Temperatures, textures, and intensities are directed by branches of the trigeminal nerve.

Aroma Elements
- Klined and roasted malt, Maillard,
- Fruit, Hop essential oils, Herbs and Spices, Ethanol,
- Oxidative compounds, Minerals, Wood volatiles

There are more than 10,000 volatile aroma compounds that can be detected by your 300+ odor receptors (untrained and experienced).

Flavor Characteristics vs. Hedonics

There are two unique types of intensity that work together when you taste foods and beverages.

1. Flavor Characteristic Intensity: how intensely you detect a flavor characteristic.
2. Hedonic Intensity: how much you like a flavor characteristic at a given strength (acceptance of a flavor).
Pairing With Beer - Some Basics

- Pairing like with like - complementary flavours
- Pairing to balance out/cut through flavours
- Careful with hops
Grape Expectations: Food Pairings

Pairing With Wine - Some Basics

Food & Wine Pairing Chart
Fundamentals of Flavor Balancing.
Grape Expectations: Food Pairings

Pairing With Wine - Some Basics

- What are tannins and how to pair with them?
- Pairing by region?
- Complementary: acid and acid
- Drawing attention to a particular flavour
- Beware the compounding flavours
- What about alcohol content?
Pairing With Beer & Wine

For a more comprehensive breakdown please refer to the supplementary material provided
The Nitty Gritty

What does all this mean for your event?
Grape Expectations: Nitty Gritty

Before thinking about styles, ask yourself the following:

- Budget???
- # of guests
- Average age of guests
- Location / Type of event / General time of day
- Event duration
- Food?
Numbers and Calculations

- 4 glasses of wine per bottle
- 6 glasses of bubbles per bottle
- 24 (12oz) beers per case
- 165 (12oz) or 124 (16oz) beers per \( \frac{1}{2} \) barrel keg
- 82 (12oz) or 62 (16oz) beers per \( \frac{1}{4} \) barrel keg
- 55 (12oz) or 40 (16oz) beers per \( \frac{1}{6} \) barrel keg
Grape Expectations: Nitty Gritty

Numbers and Calculations

- **Cocktail hours or light apps**
  - 1-2 hours: \(# \text{ of people} \times 2 = \text{# of drinks needed}\)
  - 3-4 hours: \((\text{# of hours} - 1 \text{ hours}) \times \text{# of ppl}\)
  - More than 3 drinks/person is rare

- **Dinner / bigger reception**
  - \((\text{Cocktail hour} \times \text{# of ppl}) + (\text{# of ppl} \times 1.5) + (\text{# of ppl} \times 1 \text{ or } 2 \text{ if reception afterwards})\)

- **Toast**
  - 1 drink per person
Help and Consultation

I am available by email and phone for any help you need, big or small
QUIZ recap

(and you thought you were out of school)
1) What are the 4 basic ingredients in beer?

A. Flour, Sugar, Yeast, Water
B. Hops, Hops, Hops, Hops
C. Hops, Grain, Yeast, Barley
D. Hops, Yeast, Grain, Water
2) How many craft breweries are there in Georgia?

A. Only one, baby! Sweetwater!
B. 2-19
C. 20-39
D. 40+
3) Which of these grapes is used to make (traditional) champagne?

A. Pinot Noir
B. Sauvignon Blanc
C. Chenin Blanc
D. Viognier
4) What was the most popular style of wine Summer 2015?

A. Grüner Veltiner
B. Rosé
C. Pinot Noir
D. Bubbles
5) What wine goes well with steak?