



# FAMILIA GOYENECHEA

BODEGA Y VIÑEDOS - DESDE 1868

Newsletter de Distribución Gratuita Nº 27 - November 2011



## OUR WINERY

### Finalizó con éxito el primer curso académico sobre iniciación al mundo del vino

During September and October, the Goyenechea family came back to school. It was to open the cultural activities of Aula Cero, the new cultural production centre of Universidad Austral.

During the six encounters of the "Introductory Course to Wine Knowledge", the winery together with EAV (Argentine School of Wines) guided more than 30 participants in a trip to the land of tradition and pleasure.

"Academics, students, graduates and general public invited by the university felt attracted by the quality and the warmth of those whom, during more than five generations, transmit the good family name with honour and taste," states Dolores Pereyra Vázquez (Aula Cero Director).

"It looked like an excellent idea to give the university circle the possibility of getting to know the world of wine. From the winery, we highlight the academic profile of the course, approaching consumption from a different point of view, a responsible one, from the perspective of the enjoyment and the appreciation of the product quality," declares José Luis Goyenechea, the winery's Director.



## NATIONAL MARKET

### The Japanese prefer Argentine Cabernet Sauvignon

At present, Asian countries represent markets with great potential. In the specific case of Japan, Yumi Tanabe, educator, wine consultant and writer, born in Hokkaido, Japan, highlighted that Japanese consumers focus on the varieties with simple names. That is good for Argentina. In fact, Argentine wine imports into Japan increased 20%.

Tanabe stood out that today "consumption in this country is 2.1 l/person and 2.5 l/adult older than 20 years old (legal age to drink). As regards sales, more than 50% of the consumers buy wines priced below 1000 yen (USD 13).

#### Which were the consequences of the earthquake for the wine sector?

The main effect of Tohoku earthquake is that people refrain from going out, they prefer to eat and drink at home. The sales of high-quality wine, probably drank in restaurants, have decreased. However, wine sector sales in supermarkets and wineries have increased their volume. Anyway, Japanese wine industry was not severely affected by the earthquake, since the wine-producing region is far away from the area where it took place.

#### What is the Japanese wine industry like at present?

The Japanese wine industry is still young and it only represents a third of the total wine consumed in Japan. Besides, more than 80% of this wine is produced abroad

## RECIPE

### Traditional Basque Style Hake



#### INGREDIENTS

- 1-kg hake
- 1 glass of white wine  
Goyenechea Chardonnay
- 1 dozen of eggs
- 45 gr of butter
- 1 shallot
- 1 lemon
- salt and pepper
- parsley
- 4 hard-boiled eggs
- 30 gr of toasted almonds
- 2 egg yolks
- 1 glass of fish stock

#### PREPARATION

When buying the hake, ask for the head to be separated and have the rest cut into thick chunks. Season and sprinkle the chunks with lemon juice; preheat the oven to 180°C. Chop the shallot and put it into a clay pot with the hake chunks, the fish stock and the white wine. Bake it for 12 minutes and take it out. Chop the almonds and pulverize the egg yolks with a mortar, dissolve with some fish stock if necessary. Add to the clay pot.



**What is the Japanese wine industry like at present?**

The Japanese wine industry is still young and it only represents a third of the total wine consumed in Japan. Besides, more than 80% of this wine is produced abroad and only fractionated in Japan. Therefore, most of the wine consumed in Japan comes from imports.

**Which are the preferences of the consumers?**

It is thought that the Japanese drink more white wine because they eat lots of fish, but it is not the case. Actually, we consume more red wine.

**Where is Japan's greatest consumption registered, in the on-trade channel or the off-trade one?**

Ten years ago, more than 70% of the consumption was registered in restaurants. However, household consumption has grown, reaching 50% nowadays.

**Which are the wines with greatest success in Japan?**

The greatest consumption in Japan corresponds to French wine, 500,000 hl of the 1,300,000 hl of the total wine volume imported come from France. The second wine most consumed is Chilean wine and, currently, we drink more sparkling wine.

**Which Argentine varieties does the Japanese consumer prefer?**

The Japanese like Argentine Cabernet Sauvignon and, in general, they know little about Malbec and Torrontés. Obviously, most wine merchants, sellers and sommeliers know Malbec and Torrontés are the main varieties in Argentina, so the consumers will get to know them.

*Laura Saieg*



## INTERNATIONAL MARKET

### Wine is cheaper than water in Australia

Is Australia wine drinkers paradise? Given the prices the production is sold, one would feel it is close to be. This is because the economic crisis makes some wineries sell their wines at lower prices than bottled water.

Wine distributor Dan Murphy's, one of the largest wineries of Australia, offers some wines at US\$ 1.5 due to the overproduction of grapes in the country.

"We've seen producers who didn't even bother to harvest grapes this year", stated wine critic Stuart Gregor in an interview with news.com.au. And the company Foster's, the largest Australian winery, had to sell thirty-one vineyards in different parts of the country since it could not cope with the fall in the international demand of wines. Likewise, the firm Constellation, another large winery, has two wineries and sixteen vineyards on sale.

In what is considered the biggest crisis of the last century, the Winemakers Federation of Australia estimates that the cultivated surface will have to be reduced in 20% in the next three years to go back to a break-even point. "Some vineyards are simply abandoned. People just leave, what leads to think that this will be extended to other plantations", warned critic Jeremy Oliver.

**Source: La Nación.**

## CALENDAR NOVEMBER 2011

**SAVE2011 (First Argentine Symposium of Viticulture and Enology)**

**Date:** 9, 10 and 11 November / **Location:** Mendoza

**Mexico: Festival Gourmet Puerto Vallarta. Argentina main sponsor**

**Date:** from 10 to 20 November / **Location:** Puerto Vallarta, Mexico

**USA – Celebrate Argentina – Meet the Experts Roadshow 2011**

**+ Consumer Event: Date:** 10, 11 and 13 November / **Location:** Atlanta, USA

**VinoSub30 Contest**

**Date:** from 16 to 18 November

**Location:** Uva Mystic Winery, Martínez, Buenos Aires, Argentina

**Sparklina Nights 2011**

with some fish stock if necessary. Add to the clay pot. Put the pot on the fire and move it to bind the sauce –do not let it boil. Take it off the heat and layer the asparagus over the hake; put it back on the fire for some minutes. Pour the previously melted butter and some lemon juice; leave it to colour and sprinkle with chopped parsley. Finally, cut the hard-boiled eggs in halves and add them to the pot. Serve with boiled potatoes.

## DID YOU KNOW...?

### Difference between table grape and wine grape

The main difference between the grape to make wine and the grape to eat is that the former has a smaller berry, thicker skin and it tastes much better.

The bunch consists of the stem (the woody stalk holding the berries together) and the berries, which are, in turn, made up by:

**The skin.**

It has the pigments, the tannins and the aromatic substances which accumulate when it is ripe.

**The pips.**

Apart from oils, they have extremely bitter substances. This is why the grape has to be ripe for the pips to be hard and creaky and not to liberate greenness.

**The pulp.**

It produces the must, which is rich in water, sugars, acids and mineral salts. As these sugars will be turned into alcohol, the sweeter the grape, the more alcohol the wine will have.

To decide the beginning of the grape harvest, the professionals pick grape samples, do chemical tests and taste them to determine whether they are ripe enough.

**Source: redcomiendo.com**



Location: Cava House Winery, Maribou, Buenos Aires, Argentina

**Sparkling Nights 2011**

Date: from 23 to 25 November, from 6.00 pm to 11.00 pm.

Location: Hotel Panamericano de Buenos Aires

**International Conference of Wine Tourism**

Date: 24 and 25 November

Location: Faculty of Economic Sciences, National University of Cuyo



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