

WHAT WOMEN WANT

As we celebrate the International Women's Day this March, I invite our readers to pay attention to the ever-relevant question – what women want. For me, this has to be wine, of course, but which? Below are a couple of thoughts on rational and not so rational thinking patterns we engage in order to understand what it is that we want when picking a bottle for our dinner table.

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ABOVE Not all myths around wine are true

One are the days where a glass of an oaky Chardy or a Savvy B did the trick, and there's a good reason why. With the rising popularity of wine, wine education has played a big role in helping many wine varieties thrive in the ever-increasing consumer market. So let's look at some common myths in wine consumption and talk about why most of them are no longer relevant.

THE TALES OF SWEET AND LIGHT

One of the most popular beliefs I hear is 'women like sweet wine'. While it might be true for some, this belief has its roots in a flawed theory that women like sweets more than men, are not heavy drinkers like men, and that sweet wines are lighter – rewind, rewind, rewind! None of these are factual. Let's start with the 'sweet wines are lighter' part.

First of all, there are plenty of sweet wines, especially fortified, that are much heavier in alcohol than even the boldest Barossa Shiraz, so there goes the 'light' theory. Drinking a few glasses of a fortified Riesling will have you well under the table before a dry white or red will.

The 'heavy-drinkers' theory – I guess I will leave this one for you to decide. All I'll

say is that I've met plenty of men that are lightweights and numerous women that will drink those men under the table, so let's just pull the straw of equality on this one and be done with it.

Now, to the most interesting one, 'women like sweet wine'. The fact is, we are all genetically wired to like sweet things because sugar is a very good source of energy. This is why, when trying wine for the first time, most people will tend to be inclined towards sweeter options. Perhaps 'women like sweet' came from the days when wine for women was a couple of times a year affair and they didn't get to experience anything else to form a solid opinion against.

Coming back to our palates, as we try more and more of any product, our tastes develop to know what it is in that product we actually like. For example, as kids we try apples, and most kids will lean towards the red juicy and sweet kind, because red is pretty and sweet tastes good. As we eat more apples, our palates start to go in different directions – some of us decide we like the sour green granny smiths, or the juicy and vibrant pink ladies, whereas others will stick to the solid original choice of

red delicious. The same happens in wine – the more we try, the more we diversify.

NEW IS ALWAYS BETTER

As education in wine has risen, women in particular become more invested in different varieties, especially the uncommon ones. Women tend to like diversity more than men, who tend to go for the 'sure thing' more often. Considering this, when a cellar door attendant whips out a bottle of Zinfandel or Gewurztraminer, who do you think is going to get more excited to taste? That's not to say a woman will give up her favourite glass of pinot for the newly discovered exotic drop, but she will surely be eager to try.

ANYTHING FOR A CAUSE

Another conversation that has been quite eagerly discussed within my 'women in wine' community is drinking for a cause. While enjoying a leisurely lunch with girlfriends, we love to know we're 'doing our bit' for the greater good. We might not exactly know what that 'greater good' looks like, but it makes us feel special. This is perhaps why the concepts of organic, natural, biodynamic, sustainable,



and natural ferment wines have been such a marketing success for our half of the population. We don't necessarily know what all of these mean, but they definitely make us feel like we're doing the 'right thing'.

SHINY WRAP AND A BOTTLE OF BUBBLY

As I wrote this, I got an alert on my email. It was a marketing email from one of the wine subscription services, and it looked pretty! Two minutes and \$150 later and now I am a proud owner of three (not one) champagne and flute gift packs which were the 'special of the day'. Why? Because they look pretty. Because it's something I would be proud to bring as a gift to a dinner party or would feel nice opening myself. But really, do I need them right now? Hell, no. That's right. Guilty as charged. If you want to make me feel special about a bottle of wine, make it look pretty. The joy that comes from looking at a nicely packaged product already fills me with happiness before I actually taste it. The visual taste buds kick in – it looks nice, therefore it must be good.

This brings me to the last point, and perhaps an all-time favourite, all-occasion-suitable wine – the sparkling. There's something exciting about just watching the bubbles in a flute. It creates an atmosphere, a feeling of happiness, an event. So if you're completely stuck, go back to basics, or a sure thing – a bottle of bubbly will never go astray. [G](#)

UP TO TASTE!

AUDREY WILKINSON SEMILLON SAUVIGNON BLANC 2019 — \$23

The straw yellow with a tinge of green hue gives this wine the 'oh so pretty' appearance that you will enjoy before you even take a sip. Sauvignon Blanc gives this wine its signature, with aromas of passionfruit, guava and nectarines, while Semillon brings subtle nuances of lemon, green apple, and quince. On the palate this wine has lemon and lime citrus flavours from Semillon which are key to the wine's structure, while Sauvignon Blanc looks after tropical fruit flavours that fill the mid palate. It's a beautiful union of the iconic Hunter Valley blend.

2019 KALLESKE FORDSON ZINFANDEL — \$28

This is a beautiful representation of single vineyard Zinfandel from this certified organic, biodynamic and sustainable producer. The colour is vibrant rich red and inviting.

It's a great wine to learn what Zinfandels are supposed to be. The aromas are logically laid out, starting

with fresh and pure primary fruit, cherries, boysenberries, blueberry and plum; it continues on with hints of developed fruit aromas, jam and liquorice; and finally finishes with a hint of black pepper. The palate mirrors your aromatic experience; tannins are soft and persistent, with a signature tobacco leaf flavour finish.

DELATITE ESTATE 'DEADMAN'S HILL' GEWURZTRAMINER 2018 — \$28

Gewurztraminer is the variety where purity of primary fruit, subtle complexity and amazingly seamless acid structure all dance together in consonance, and Deadman's Hill Gewurtz is a great example!

Aromas of apricot, rose, fresh pumpkin and honey with subtle hints of Turkish Delight fill your senses as you give your wine a swirl. On the palate you taste a classic combination of pear and cinnamon with subtle nuances of spice. It is fresh throughout, with a great acid profile to ensure solid structure.

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