

ALCOHOL MANAGEMENT

**IN A MEDIUM SIZED HIGH END
CONSULTING WINERY.**

FRUIT SOURCING

What is the style, drinking window and who is the intended consumer?

- **Elegant, powerful, austere or easy drinking?**
- **What is the desired mouthfeel?**
- **Typical tannin levels and chemistry from the region.**
- **Expected alcohol potential at close to physiological maturity.**
- **Are the potential alcohol levels hurting or helping you get closer to your desired customer experience?**

FRUIT SOURCING

Understanding the vineyard/soil/weather/vineyard management and its ability to increase or moderate sugar accumulation.

- **Canopy management or effective surface area.**
- **Cellular division or berry size.**
- **Regulated deficit irrigation levels.**
- **Aspect, elevation, solar exposure.**
- **Phenolic makeup?**
- **Exposure to low molecular weight tannins in a solvent environment?**

FERMENTATION MANAGEMENT

Facility equipment and your ability to control high/low risk extractions.

- **When to adjust alcohol potential using glucose/fructose levels.**
- **Controlling high alcohol/high tannin/low anthocyanin sites and vice versa.**
- **Staying within reasonable parameters for those ratios.**
- **Using alcohol to increase or decrease extractions.**
- **Methods for controlling low molecular weight extraction.**
 - Heat of fermentation, and resulting (perceived) mouthfeel.
 - Punchdown vs pumpover.
 - Conical vs cylinder
 - Stainless steel, concrete or oak.
- **Using alcohol to stretch or restrain a wines palate.**

POST FERMENTATION

Post fermentation winemaking to increase or decrease alcohol's presence.

- **Humidity/temperature of your barrel room.**
- **Air movement within your barrel room.**
- **Racking and topping schedules.**
- **Size of your barrels.**
- **Thickness of your staves.**
- **Effect on phenolics due to aeration and pre-stabilizing phenolic material.**
- **Effect of phenolics on alcohol presentation.**
 - Low alc, higher allowance for oxidative winemaking.
 - High alc, lower allowance for oxidative winemaking.
 - Lower total polyphenol wines require less oxidative winemaking.
 - Higher total polyphenol wines allow for more oxidative winemaking.
- **Primary fruit vs mature fruit**
- **Its change of alcohols perception.**