

## CULTURE OF DRINKING WINE

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**Summary:** *In this research we want to highlight the importance of wine drinking culture. Wine is a drink that people enjoy all over the world. Whether it is chosen to compliment a dish or it is a way to relax after a long day, everyone wants to enjoy wine to the fullest. Still out of pure ignorance they demolish wine characteristics even by a wrong way of storing it. Drinking culture is the way people drink including not only formal rules but also social norms. Therefore, educating on this topic is not just respecting yourself, but also respecting host at a social gathering. Knowing drinking culture is a perfect way to enjoy delicate taste of wine fully by observing etiquette.*

**Keywords:** *dish, etiquette, glasses, recommendation, taste.*

### **Introduction**

Man's relationship with wine may be related to his discovery of art. Perception is the main measure of the performance of both. We love the picture that the artist has painted, and we have certain emotions. Wine, like a work of art, is perceived individually. Each person experiences his own unique sensations that cannot be applied to another person, a representative of another. The color, smell, taste of the same wine is felt in its own way, just as everyone sees something different in the picture, correlating it with their life experience and character.

The rituals and traditions associated with the serving of wine have accompanied man since time immemorial. From Mesopotamia to our times, sommeliers have helped us discover the potential of every bottle of wine.

Unfortunately, not everyone can afford the help of a sommelier. And in order to serve wine properly, you need to be well versed in different types of wine, how they are made, and which type of wine is suitable for food. Majority lacks the necessary knowledge and miss out on much of the experience when drinking wine. However, we believe that every person deserves to enjoy wine to the fullest. Therefore, our goal is to raise awareness of the culture of drinking wine.

### **1. General recommendations**

Each dish must be accompanied by the most suitable wine. Wines can also be recommended by season. For example, in summer white, rosé, light and cold wines are preferred. Branded red wines are offered especially in the cold seasons. Serving order is usually strictly supervised. White wines are served before red wines with exception for dessert wines. Light wines are served before strong wines so as not to diminish the qualities of wines with delicate aromas and nuanced taste. Sparkling wines are served in the order required by their character - brut, semi-dry, extra dry, etc.

White and rosé wines should be served cold, but not overcooled or frozen. The optimum cooling temperature is 8-12 °C. Red wines are served at room temperature 18-19 °C. It is necessary to remember that the wines are heated during serving by about 4 degrees. The wine bouquet is better perceived at a temperature of 10 °C. It is not recommended to freeze white wine in the freezer, store the wine in the refrigerator for more than two hours or place ice cubes in the wine.

When removing the cork, be gentle so it does not break. Insert the tip of the corkscrew spiral into the center of the cork. Then twist the spiral in the cork, fixing the bottle with one hand. When the cork is removed almost completely, place your hand on the neck of the bottle to remove it with the utmost care. Smell it to identify any defects. Place the cork on a saucer as it secures the origin of the product.

Wine serving always starts after the host or the waiter ensured that the wine does not have any defects. In restaurants, the wine is first offered for tasting to the person who ordered it, after which the service is continued, ensuring that the label on the bottle is always clearly seen. While serving wine avoid resting the neck of the bottle on the edge of the glass. Remember that the grip on the wine bottle is different from those with basket (fiasco). The wine bottles are grasped at the bottom so that the label is visible, the index finger being oriented towards the neck of the bottle. The fiasco is held firmly, with the right hand, together with the basket, pouring lightly to avoid stirring the contents. At present, there is a practice of holding the wine bottle in the right hand, the palm of the hand and the fingers scattered on the bottle. The service consists of tilting the bottle towards the customer's glass, with the necessary care to protect the guests. Before finishing pouring the wine into a glass, rotate the bottle slightly to the right, to avoid the formation of drops that can stain the tablecloth.

White wine glasses should be discarded after serving red wine. There are two possible cases: the glass is empty and can be discarded or if there is wine in the glass, then we must discreetly ask permission to get rid of it. The glasses of red wine are disposed of in the same way, either after the wine that accompanies the dessert, or if it is time to serve coffee.

## **2. Glasses**

The glasses are chosen depending on the type of wine, it is recommended that the number of glasses correspond to the number of wines served so as not to create a mixture of tastes and colors. The most important requirement for glasses is their ideal cleanliness. Before serving, wipe with a dry towel, rinse with warm water without using chemical detergents. For wine, tulip-shaped glasses with a high stem are ideal. This form, tapering towards the top, allows you to concentrate the aroma in the glass. For red wines, glasses are used slightly larger in volume than for whites. For champagnes and sparkling wines, it is better to choose tall and narrow glasses - this shape facilitates the formation of foam and slows down exhalation. For fortified wines and liqueurs, "pot-bellied" glasses with a short stem are suitable.

The standard volume of glasses for red wine is 140-180 ml. There are several types:

Burgundy (fig.1) is a glass with a spherical bowl and a thin rim. Ideal for mature low tannin wines. The drink is saturated with oxygen and gives a rich taste. Bordeaux(fig.2) is a glass of a conical tulip shape. It allows the aroma of the drink to linger inside the bowl for a long time. Excellent for wines with moderate acidity and fortified varieties. If you take a sip, the drink will be in contact with the entire surface of the tongue, which will allow you to "taste" every note. Grand Cru (fig.3) is a huge tall glass with a capacity of up to 1 liter. First-class Burgundy wines of the Grand Cru class, Italian Barbaresco or Barolo are drunk from it. The shape and increased size of the container allow you to "concentrate" the bouquet of the drink. The aromas are said to fill the cup in layers: first, floral and fruity notes, then green and earthy, and at the very bottom, woody. Syrah (fig.4) is a glass, narrowed at the base and the top rim. It is intended more for dry red wine with a rich, "thick" taste. The special shape of the bowl softens the alcohol aftertaste of the drink and seems to give it sweetness. The standard volume of glasses for white wine is 70-100 ml. There are several types. Flute (fig.5) is an elongated tulip-shaped glass. Sparkling wines are more often drunk from it, but it is quite suitable for tasting ordinary ones. The narrower is the rim of the bowl, the slower the aroma of the drink will "evaporate". Chardonnay(fig.6) is universal for all types of noble drink. In appearance, the glass is very similar to Bordeaux, only the volume is smaller, and the bowl is not so narrowed towards the base.



**Figure 1. Burgundy Glass**



**Figure 2. Bordeaux Glass**



**Figure 3. Grand Cru Glass**



**Figure 4. Syrah Glass**



**Figure 5. Flute Glass**



**Figure 6. Chardonnay Glass**

### **3. Finding the best suited wine**

The ability to choose or offer the wine best suited to the chosen dishes and personal taste is one of the most important criteria that must be met by the host, the person ordering the meal or the restaurant professional. Without establishing absolute rules, there are some recommendations regarding the association of wines with some culinary preparations:

Well-known aperitifs as well as other beverages such as dry white, semi-dry or liqueur wines, including champagne, may be recommended when serving or before snacks. Traditional consumers prefer a glass of wine as an "appetizer", which does not have a high alcohol proof and which produces an "anesthesia" of the oral cavity. In addition to aperitif wines known as Porto, Madeira, Xérés, Manzanilla and others, liqueur white wines or flavored dry white wines can be offered. Wines are not recommended when serving soups, creams, broths and borscht. As an exception, some concentrated fish and shellfish soups may be offered a dry or semi-dry white wine with a higher alcohol proof, especially when wine has been used in the preparation of the dish. When serving fish and shellfish dishes, white, dry and semi-dry wines from all vineyards of the country can be recommended. When serving entrees, semi-dry white wines and rosé wines are best suited. If main course is a steak red wines are generally recommended. For white meats - light, sweet bouquet wines; for red meats - full, generous and strong red wines; for gamebirds - dry, old red wines of superior quality. When serving the cheeses, we usually continue with the wine from the main dish. Currently, there are more trends

on the international market: most accept the aforementioned rule; others argue that it is necessary to offer a suitable glass of wine for each cheese, preferably white, accompanied by specific bread. It is also common to associate cheeses and wines from the same region. Semi-sweet and sweet, liqueur and fragrant wines are recommended when serving sweets. The demand is very varied and contradictory depending on the tastes and characteristics of the dessert offered. Champagne covers the most diverse requirements. When serving coffee, digestive drinks, brandies, branded liqueurs and, occasionally, fine fruit spirits are recommended.

### Conclusions

After surveying 44 people we came to the conclusion that most of people have elementary level knowledge of wine drinking culture based on intuition or prior experience. According to the questionnaire, only 65,9% (fig.7) knew that the glass presented to them is suited for red wine, while others were incorrect or chose several types of wine. Also only 59,09% (fig.8) were aware of the appropriate way of cooling wine. This might seem like minor problem, but results are unfortunate especially for Moldova, country that is known for its wines.

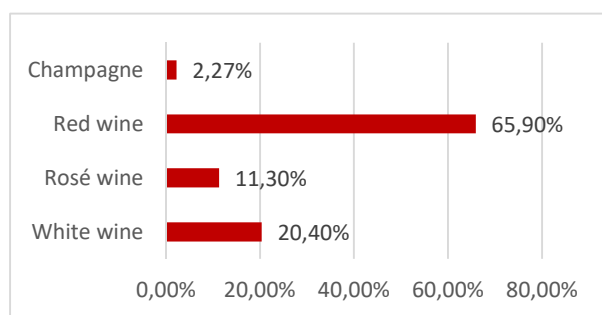


Figure 7. What kind of wine is this glass used for?

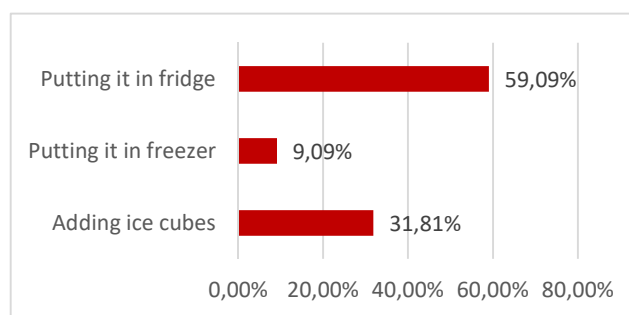


Figure 8. What is the right way of cooling wine?

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