

Abstract:

Wine aromas and wine faults and understanding of both in young and uneducated wine market as Serbia.

Wine education is one of the main factors in increasing wine consumption and quality of domestic production of respective countries.

After civil war in ex-Yugoslavia wine production in all ex republics starts to flourish.

But since ex-Yugoslavia was communist country wine was not so appreciated product. Wine was perceived as drink for rich people and very snobbish. I don't want to say that there was no production of wine in post war Yugoslavia, but rather that production of the wine was sent to big factories and comrades create industry and cheap wine for all.

Wine understanding and wine knowledge was zero.

So, in mid '90-s some of the republics start to recover vineyards and small private celars starts to arise. This was firstly happened in western part of ex-Yugoslavia, Slovenia and Croatia. We must keep in mind that both countries even before, were slightly more educated and wine oriented than Serbia, and so on average consumption per capita was much higher. Serbia was around 9 liters per capita annually, and Croatia was at 27 liters per capita. So, difference was huge.

Speaking of reason for that there are many, historical, cultural and recently political.

But also, Serbian wine culture starts slow awakening process in end of '90-s and beginning of new century bringing new production, private cellars, wine shops, Sommeliers in the restaurants, Sommelier school, growth of imported wine in both quantities and slowly in qualitative aspect.

But what was evidently during that period is that market was totally unregulated in all segments. Trade, production and education.

Serbia set part of new wine law recently which started implementation by the end of 2014.

Still regional or appellation rules are unclear, most of the wines produced in Serbia don't have appellation of origin, rules for production and marketing on the wine labels.

If we think about education there is not certified body which can give you a respected diploma in either winemaking, winegrowing and not to speak about Sommelier school which were organized by enthusiast without any wine or formal education.

When we take all this in to equation result is definitely not something to be proud of.

There were more misunderstanding of wine knowledge, and wine language and that was the starting point for this thesis.

Main problems start with wine aroma vocabulary which was totally unclear for most of the consumers. Older one were just wondering what these people are speaking about and younger were trying to learn and to be "in" when speaking about wine in company.

Wine was becoming more and more popular and there were also a lot of people who saw the opportunity for easy and fast money by educating about wine.

So, reading few wine magazines, or internet sites or visiting Florence was more than enough for them to represent them self as wine specialist and to educate people about wine.

Of course, that these kinds of educators were bringing more damage than good but I think it is the same in all young wine markets.

We were witnessing of really interesting and bit funny description for the wine aromatics, but fortunately by growth of available internet sources, more people traveling to wine regions of Europe and world, and more people from European wineries coming to Serbia presenting their own wines these image is changing a lot.

But still I think that there is necessity and big space for professional wine education and that this thesis can be used for such purpose in the future.

Similar but not the same understanding was with faults of wine.

As mentioned before wine industry in ex-Yugoslavia was not oriented to create fine wines with aromatics and character. Only goal was to create as cheap as possible and all that in huge quantities. Results were flat, low alcohol, high acidity and bit residual sugar wines. Closure was also not the part which was taken care about so oxidation was quite common among these products. And if consumers are drinking partly oxidized wines for 40 years it is hard to imagine that they can recognize oxidation as fault.

Another case are small domestic producers who were producing wines not for further sale (at least not officially) but mainly for own production and sharing with friends and family. Taking into consideration methods of viticulture and winemaking practices of that time, having just one or two faults in your wine you may consider as big luck.

Most of these wines were heavily spoiled with oxidation, Sulphur compounds unappropriated storage conditions and many more reasons.

So, the task was to change the taste profile of the consumers which were used to drink wines with such characteristic which we see as faults.

Challenging task and in some part of South and East Serbia there are still a lot of these "domestic" wines, which are now even try to use the term Natural Wines as marketing tool to sell the wines faster.

When you have majority of "domestic" wines with that characteristics, consumers create image that all wines produced in natural way should taste like that, and then offered with some clean and healthy wine they find it industry or chemistry adjusted product.

My opinion that focusing on education about wine storage, production, and main faults can help both producers, importers and distributors and finally consumer who will drink healthy wines.