



Appreciating Wine – A study of Passion, Vision & Imagination

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"Quickly, bring me a beaker of wine, so that I may wet my mind and say something clever"

- Aristophanes

This isn't just another article about wine; it's more than that. The opening quote is tongue in cheek but it portrays something vital. Aristophanes knew that wine could act as an important intermediary key to unlocking sensorial splendor. What you will uncover is that the internal resources and states that you draw upon when appreciating wine is an exciting revelation. You will create an internal template for experiencing all of life in a richer more heightened way. It is your own natural high. But first, let's set the scene with a little history.....

Throughout time, the visionaries in wine all had a common thread. A passion for the joys of the grape, and an understanding of the grape's potential to unlock the senses.

The ancient Egyptians realised the spiritual and medicinal benefits of wine; but not just any wine. It had to come from the right producer in the right vintage. In the times of Tutankhamen, wine urns were found detailing the vintage of the wine, the wine type, vineyard and maker. It was considered essential for the good humour of the child King in the afterlife.

What is wine to you? Is it simply an agricultural product or a key to unlocking relaxation, warmth, enjoyment and passion?

Does experiencing a great Chardonnay mean buying an excellent bottle and simply pouring it, or does it mean an extreme stimulation of the senses?

Is it an experience on par with the magic of Pavarotti singing Nessun Dorma or a stroll through Monet's garden in Giverny in the middle of a warm spring day?

If not, why not? Would you like to experience wine in a number of hitherto unexplored dimensions? What will it take to expand and stimulate your senses?

Take a deep breath, open your eyes as wide as you can, unlock your heart, let your spirit soar and read on...

So what is appreciating wine really about? What is all the fuss about?

It is first and foremost about connecting with your senses. Firstly, to prime our senses we need to open our minds to the possibilities of ecstasy, rapture and pleasure being released by delving into the mystery and complexity of wine. Let's do this by first initiating a mental state of curiosity, of an eagerness to learn and just plain 'having fun'. This is the key balance required to really appreciate and understand wine.

Where does passion link into wine? Forget all the technicalities. Trust the feelings inside your body, and allow the memories invoked by that magic glass in front of you to release, in the most uninhibited way possible all the most pleasurable moments and experiences in your life.

Let's start with a simple dissection of wine and do what few have attempted to do in the past: link feelings and emotions with their wine experience.

Take a look at that glass of Chardonnay in front of you; does it sparkle brilliantly?

How do you feel when you are looking over a lake watching the late afternoon sun glisten on the water?

Does your breathing slow?

Does this centre you in the universe?

Is that not a special feeling? That warm orange glow; could this be the equivalent of being wrapped up in a warm blanket on a cold winter's day?

Don't be afraid to make these connections and use your previous learnings about how these flashes in time make you feel. They are memories that are meant to be recalled and adapted for experiencing other situations in life. Play with this analogy the next time you pick up your bright coloured glass of wine. If that wine releases these types of memories, then go with those feelings, enjoy them, and appreciate them for the benefits they give to your tasting experience.

These feelings invoked by colour closely mirror the tasting experience of the wine. By opening your mind to the influence of colour you will make a leap in improving your appreciation of wine.

Now gently swirl the glass. The rhythm of the wine swirling in the glass performs two functions: If you pay close attention to the wine moving in the glass it will help you focus your attention on the experience. It also assists greatly in releasing the subtle nuances in the wine. These vital aromas that are so important to the experience are quickly released in this way.

What do the smells remind you of? Perhaps the jasmine growing in your garden, or the freshness of a cut lemon.

What memories do these smells recall?

To really crank up your experience, we'll go back to the music for a moment. Try this exercise. Pour a glass of your favourite red and experience it in silence. Then play your favourite song that moves you. Taste and experience the wine again fully while the song is playing and you will notice something amazing. The wine tastes quite different, does it not? Then try it with a

different style of music that you really enjoy. What happens to your experience of the wine then?

Do not underestimate the influence of the body's chemistry in assisting your overall experience. Endorphins are known to be released after vigorous exercise for example, but a great glass of wine can be a truly emotive experience releasing these same endorphins. When you taste a wine take a small amount of it in your mouth; chew it, swish it around and experience it. What do you taste?

How does it make you feel?

Even more importantly, what memories does it recall?

Your sense of taste is intimately linked with your sense of smell. In fact approximately 92% of what you think you are tasting is actually more accurately what you are smelling. If you do not believe me, place a clothes peg over your nose and taste a wine...you will experience first hand what I mean!

So what are the learnings here?

To fully appreciate a wine you need open up all your senses, you need to make those links with vital memories and enjoy the connection that wine can make with music, with art, with culture and history. Think about a great glass of wine that you have experienced at an exquisite location. You will soon realise that wine is not only pleasurable in itself but a wonderful key to recall great past memories and great occasions throughout life. It can truly be considered a wonderful magnifier of experience and a gift from the God's. By practising tuning into your senses it enhances the way you go through the world – life will never be quite the same!

To find out more about the talents of Ron Georgiou MW, please contact Equilibrio 9363 9998.

Author: Ron Georgiou MW is a Dentist who followed his passions and became a Master of Wine; one of only 242 in the world. Ron's aim in life is to demystify wine and blow people out of their sensorial slumber. He is available for anything from jazzing up corporate events to creating award-winning wine concepts in exotic resorts.