VINOS ESPUMOSOS EN DRINKS BUSINESS

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ESCRITO POR MANUEL DURÁN SAMARANCH

La revista Drinks Business del pasado mes de Noviembre publicó la lista de los mejores vinos espumosos. En los comentarios previos dicen que la fuente de los grandes vinos espumosos ya no son Francia y España bien como que los fermentados en tanques, como los Prosecco, son tan buenos como los fermentados en botella, o incluso mejores.

Tan solo once merecieron medallas de oro y ninguno de ellos es español. Tan solo uno de los que se vende a más de Libras 30 ganó la de oro y es un Prosecco.

También publican que el consumo de espumosos en Gran Bretaña subió de 110 millones de botellas en el 2013 a 164 en el 2018. Los de entre libras 19,99 y 19,99 subieron 13,7% entre 2014 y 2018 mientras los que se venden a más de Libras 20 subieron 47,4% excluyendo el Champagne.

¡¡¡Tambien publican que el Cava tiene un problema de imagen!!!

¡Es una lástima que el Cava que tenia tanto éxito cuando se prodicia excclusivamente con variedades autóctonas, ahora que incluye imitaciones baratas de Champagne es visto como un espumoso de tercera calidad!

Da lasensación que el Consejo Regulador no se entera de la mala imagen que causa el que la DO Cava tanto sirva para espumosos con personalidad como para imitaciones baratas de Champagne!!!

From Codorniu. A new single variety rosé cava from one of Spain's leading producers
Abv: 12%
Price: £7.99

PINOT NOIR BRUT





TARGET CONSUMER

Sian Barnett, 28, graphic designer, Burgess Hill, West Sussex

As a cava fanatic I was more than keen to volunteer as a taster for this Spanish Brut rosé cava. Visually, the packaging was different and interesting with it's bell-shaped bottle and minimalist labelling. A pale strawberry in colour, I was keen to see how this wine would fare against supermarket rosé cavas that I have tasted in the past.

The answer, I'm afraid, is not that well. On first taste I found it bitter and somewhat musty, leaving what I can only describe as a chemical aftertaste.

On a positive note, I was pleased to find that, unlike some cavas, it wasn't overly gassy, but on the whole I found this overbearing rosé cava rather difficult to drink and enjoy.

At £7.99 I expected a lot more from its taste, especially when its rivals offer a lighter more appealing tasting wine at a much more reasonable price

Rating out of 25– 7



THE EXPERT

Jane Brocket

Master of Wine and freelance wine consultant

For once, the presentation deserves a mention here. The clear glass and unusual bottle shape suggested a pretty upmarket fizz and expectations ran high. It was therefore disappointing to open (with great difficulty in this case) what proved to be a run-of-the-mill sparkling wine. The colour was an attractive salmon-pink, but the appearance was deceptive. The nose was neutral and cardboardy, but I did detect ripe strawberries. The palate was clean and fresh but hardly exciting. This was simple and straightforward, but too short and bitter on the finish to be exciting. Maybe, single varietal Pinot Noir cava just wasn't meant to be. Rating out of 25 – 12



THE EXPERT

Simon Massey

Brand director of Nine Yards

The first thing that struck me about this product was the bottle shape; different, interesting and chunky, it really stands out. Unfortunately the label lets it down. The design is small and weak with poorly balanced typography and no real punch. I assume it was trying to be understated and sophisticated, it merely achieved recessive. We are promised 'aromas of recently picked ripe summer fruits' and 'a subtle citrus taste', however, I found the flavour to be shallow and weak. Overall, I think the product works well and should compete well in its sector, though it should be careful not to promise too much! Rating out of 25 – 17



THE EXPERT

Steve Mayes

Trading controller at Landmark

The glossy press pack that accompanied Codorniu Pinot Noir was written in the style of the infamous writer CO Jones and contains such gushes as 'Pink Revolution', 'unforgettable layers' and 'future bubbles' but omits such trivial details as the boring cost price and promo support! Suffice to say, the fizzy market is as aggressive as any these days and cava prices are regularly below £4 rsp with most sales on promoted lines. I doubt, therefore, if this will be a mainstream product. Overall, one could summarise as follows... sexy bottle, dodgy label, naff liquid, knackered market, very niche. Rating out of 25 – 10

Total score out of 100 – 46