

# Purbeck U3A Wine Appreciation Group

## Cost of a bottle of wine

1. Grapes and site: Valley versus slope(more expensive to harvest/access)
2. Harvest: Machine or by hand
3. Improving the quality: reduce yield (green harvesting – labour intensive), older vines yield less but produce richer and more detailed taste, amount of viticultural care, e.g. trellising system, leaf to fruit ratio affecting the quality of the fruit, picking by hand, hail nets, irrigation systems, organically or bio-dynamically farmed, sorting the grapes, (i.e. hand versus machine so labour costs increases the price),
4. Winery: cost of equipment such as presses, de-stemmers, temperature controlled vats, bottling equipment
5. Oak: chips and staves can be added to tanks which produces a wood taste but it is not so good as maturing wine in oak barrels (cost £700) which is a gentler process that produces wine that tastes better. If the barrel is used three times, it is estimated this adds 78p to your bottle of wine.
6. Closure: Screw cap 16p/bottle, cork 49p to £1 /bottle. Expensive wines can support this cost (Australian wines >£16 for example) but cheaper wines cannot.

## Reference:

Telegraph Weekend March 24<sup>th</sup> 2012 **The price of love.** Victoria Moore