

MIDNIGHT MOVIE Friday & Sat.

"THE RODIE"

Bias towards imported wine mostly 'snobbery' - expert

KAMU to hold wine tasting

By DEBBIE NELSON

Battalion Staff
Winetasters don't often show up in College Station. Harvey Posert of California's Robert Mondavi Winery

is the exception. Posert, public relations director, is in the Brazos Valley to assist KAMU television with its first wine

tasting party Thursday night from 7 to 9 in the Aggieland Inn.
"There's still some snobbishness

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to thinking imported wine is better; really, what you like is better," Posert said. Seventeen California and one Texas winery will be represented in the 50 wines at the tasting.

Wine tasting is an experience for all the senses, Posert said. Tastes of bitter, salt, sour and sweet confront the palate, while the nose has "an infinite number of reactions."

"There's an old saying," Posert

said. "Sell wine with cheese; buy wine with bread." Wines usually campanying cheese, Posert explained, but cheese masks the taste of the wine, so a "real taster" eats bread or crackers to clear his palate, or simply drinks water before tasting the next wine.

In wine tasting, traditional rules apply. Taste white before red and

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three-step process for tasting.

Sight — Hold the glass to the light, examining the wine for clarity. Smell — Twirl wine in glass, snif-fing the wine for aroma and bouquet. A wine-tasting booklet for the KAMU tasting explains: "Aroma is grape fragrance; bouquet, the more subtle fragrance that comes later,

from fermenting and aging."

Taste — Sip the wine and roll it around with your tongue. Then clear your palate and move on to the next

dry before sweet. Then follow a

Although some people are professional wine tasters, Posert said, "In the beginning, it's whether you like

He said, "Sometimes an absolute professional can be faced blindfolded with a heavy, rich, white wine and a light red wine and won't be able to tell the difference. It's an art, not a

Posert once presented California wines at the U.S. Embassy in Paris. Their first thought was the wines were very well made," Posert said. although the tastes were not in a arge part the traditional French wine tastes

At that time, Posert was public relations director for the Wine Institute, an organization promoting California wineries, of which there are about 600. Two months ago, he took a position as public relations director for Robert Mondavi

Posert has promoted wine for 15 years, since he moved to California from a newspaper job in Memphis, Tenn. Now 50 years old, Posert

846-9808

seems to enjoy his work.
Oddly, he said he didn't have a bottle of wine in his house until he started promoting wine 15 years ago. Since then, he is a hearty wine sup-

Wine has grown in popularity in the past 10 years, Posert said. "Texas wine consumption has doubled in the past decade and has become an

important market for wine.' Americans now drink two gallons of wine per capita per year. Or 10 bottles of wine per person. California produces seven of those bottles of wine, other states produce one and foreign countries produce the other

A common misconception about wine is that it must be aged many years before sale. But Posert said Mondavi wines (of which there are about 12) are aged anywhere from several months to five years.

This year was an exceptional one for California vineyards. "You take

what God gives you ... this year is the best one in five to ten years.'

Wine-making is a natural process of squeezing the juice out of grapes adding yeast for fermentation and ag-

During the aging process, wine tasters savor the fate of the wines. "The decisions they make about

the wines are very important — which ones should be sold soon (and often inexpensively) or put into blends, and which wines show such promise that they should be put aside and handled individually."

Posert extended an invitation to the public to attend the wine tasting Thursday night.

"If you're interested in wine at all in Bryan-College Station, Thursday evening that tasting is a place where you'll be able to taste a range of wines and talk to winery representatives. "And it may not happen again

Tickets at \$5 per person may be obtained from members of Friends of KAMU or by calling 845-5611.

The following area merchants also have tickets: Hastings Books and Records, Prioriteas, First National Bank, Youngbloods, City National Bank and the Aggieland Inn.

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twice each week. In addition to drill instruction, Cmdr. Roy Brantley said the juniors

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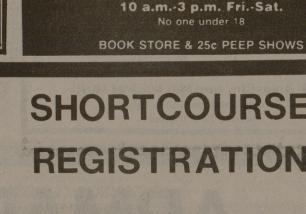
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