

Wine

THE TRUTH, THE FLAVOR,
THE ADVENTURE

with MO

 MISSOURI WINES™





GREETINGS FROM *Missouri Wines & Me!*

Well hello. Let me introduce myself. I'm Mo – former Missouri wine neophyte turned “Show Me” State wine enthusiast. Since my discovery of all the flavors of wine this grape state produces, I have made it my goal to explore, experience, and share my Missouri wine adventures.

Think of it as “research” to help you with your own Missouri wine discovery.

And for that matter, **consider me your “cruise director” on this little fruit-of-the-vine voyage.**

Use this handy dandy guide to learn more about the wonderful wines that await your warm embrace.

*Sincerely,
— Mo*

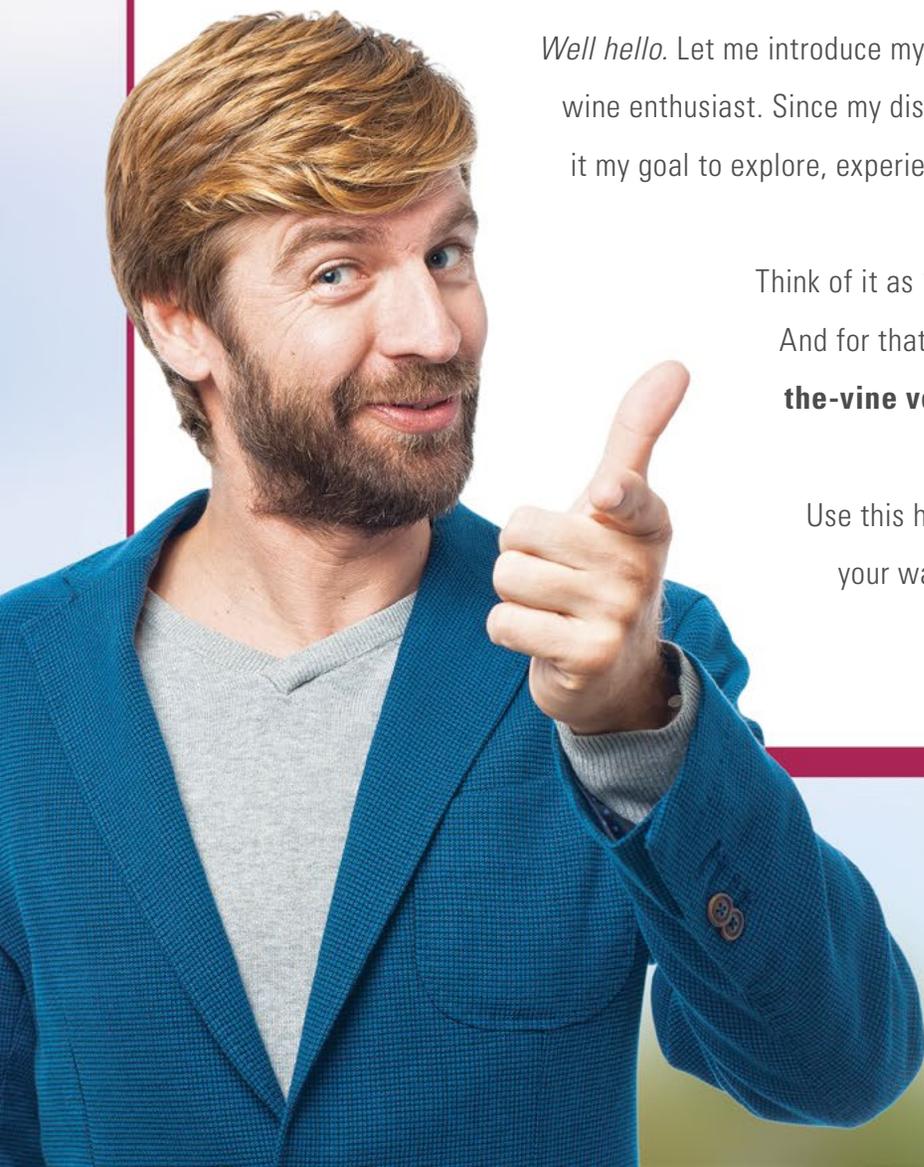


TABLE OF CONTENTS

*"Heigh-ho! A merry Mo,
a wine tasting we will go!"*



04

Missouri Wine History

07

The Grapes, Wines,
and Locales

12

Tasting, Toasting,
and Celebrating



MISSOURI WINE *History*



"If you knew MO wine like I know MO wine, you'd be asking for more MO wine."

THE STORY BEHIND *Missouri Wines*

Ready to have your wine mind blown? In 1851, Missouri wines shocked the world by winning 8 of the 12 medals at the Vienna World's Fair! And in the 1870s, Missouri grape rootstocks helped save the day for the French wine industry! MO wine to the rescue!

Missouri wine history is an epic tale... filled with discovery, heroic determination, victory, tragedy, and a phoenix-like rebirth to greatness. Seriously, if it were a book, MO wine history would be a rich, leather-bound volume you would read in a wingback chair, in front of the fireplace, while enjoying a glass of...well, you know.

[SEE THE TIMELINE](#)

MODERN DAY

MO Wine Winners

This is totally tooting our own horn, but can you blame us? Behold the bevy of bottled beverages that beautifully represent the best of Missouri wines!

Observe our top 2015 Missouri Wine Award Winners:

» **GOVERNOR'S CUP WINNER**

St. James Winery
2014 Vignoles

ALL AWARD WINNERS

2015 AWARD *Winners*





THE GRAPES, WINES, AND *Locales*

THE GRAPES OF *Joy*

Missouri offers grape varieties a rich, warm place to call home. And in return, these gracious grapes (with the help of some awesomely talented individuals), gift us with a delicious selection of wines.

Here are a few juicy facts about Missouri grapes and wines:

- » **THERE ARE OVER 125 WINERIES** in the state!
- » **OVER 900,000 GALLONS** of wine are produced in Missouri every year...and that number is growing.
- » **IN 1980, AUGUSTA, MO** became the first federally recognized American Viticultural Area (AVA).
- » **WELL OVER 14,000 INDIVIDUALS** work within the Missouri wine industry.
- » **AMERICAN AND FRENCH-AMERICAN** hybrid grapes thrive in Missouri's demanding weather patterns.



GRAPE *Varietals*

TEAM *White Grapes:*

- » **CHARDONNEL** (shar-doe-nel) – part Chardonnay grape, part Seyval, this wine may exude notes of oak, butter or citrus fruit and can be made into a dry, semi-dry, semi-sweet, and sweet wine.
- » **SEYVAL BLANC** (say-vahl blahnc) – a French-American hybrid that makes a dry to semi-dry, clean, crisp medium-bodied wine with an herbal, fresh flavor.
- » **TRAMINETTE** (tra-men-et) – can be made into dry/semi-dry to sweet white wine. A flavorful experience that hints at peaches, apricots and lovely floral aromas.
- » **VIDAL BLANC** (vee-dahl blahnc) – a French-American hybrid that makes a dry to semi-dry wine with fruity characteristics. This grape's clean citrus flavors of lemon and grapefruit create a nicely balanced wine.
- » **VIGNOLES** (veen-yole) – a French-American hybrid that produces a range of wines from dry to sweet. The Vignoles' floral aroma, pineapple and apricot flavors make this citrus white wine very popular.

TEAM *Red Grapes:*

- » **CATAWBA** (ca-taw-ba) – a pink grape used to make rosé wines. This grape produces a medium-bodied, sweet, fragrant, strawberry-like wine.
- » **CHAMBOURCIN** (sham-bor-san) – a French-American hybrid that produces a medium-bodied red wine with a fruity aroma that includes cherry and earthy/spice complexities. Medium to dark red in color, this wine is food friendly.
- » **CONCORD** (kahn-kord) – America's original dessert wine. This grape is deep purple in color with an intense fruity flavor and candy-like sweetness.
- » **NORTON** (nor-ton) – a hardy American grape with vigorous vines. It produces a rich, full-bodied dry red wine with berry flavors and spicy overtones. Norton is Missouri's official state grape.

GET TO KNOW THE GRAPES

TOUR WINE *Country*

A weekend wine getaway you say? Well, my friend, you're in the right state. Missouri is home to more wondrous wineries than you can shake a vine at...over 125 at last count.

Spring, summer, winter or fall, Missouri is a great place to explore. Plus, you can tour around the "Show Me" State on one of 10 wine trails. So, plot your course, pack your bag, and get thee to a winery.

Explore our winery map today and discover your Missouri wine adventure potential. And look for me along the way!

[EXPLORE THE MAP](#)

If word of our wines gets out, our days as a flyover state are over!





"Show me your Show Me State wine adventures. Share and tag your photos with #MeetMoWines."

Let's get social:





TASTING, TOASTING, AND *Celebrating*

WINE TASTING *Tips*

You've been tasting things all your life. And you're probably pretty good at identifying flavors. When it comes to wine, it's all about identifying the nuances of the aromas and flavors. So, get those taste buds ready and follow the Five S's of Wine Tasting.



"Note to Self: avoid making the 'pa-tooie' sound after spitting at future wine tastings."

⁶~~5~~S'S OF *Wine Tasting*

1. *See*

Hold your glass up to the light or against a white background to admire the hue. As they age, white wines gain color and reds lose color.

2. *Swirl*

Gently swirl the wine in the glass. Swirling helps aerate and "open up" the wine, releasing its natural aromas.

3. *Smell*

After swirling, stick your schnoz in your glass and quickly inhale to take in the aroma. Try to identify what you smell.

4. *Sip*

Take a small sip, roll it around in your mouth (a little like swishing mouthwash) and breathe in a little air to release the aroma as you are tasting.

5. *Swallow or Spit*

Spitting may sound impolite, but it's not. It's a very good way to taste if you are sampling many wines.

6. *Savor*

Most wines have a lingering aftertaste or "finish" even after you've completed the tasting.

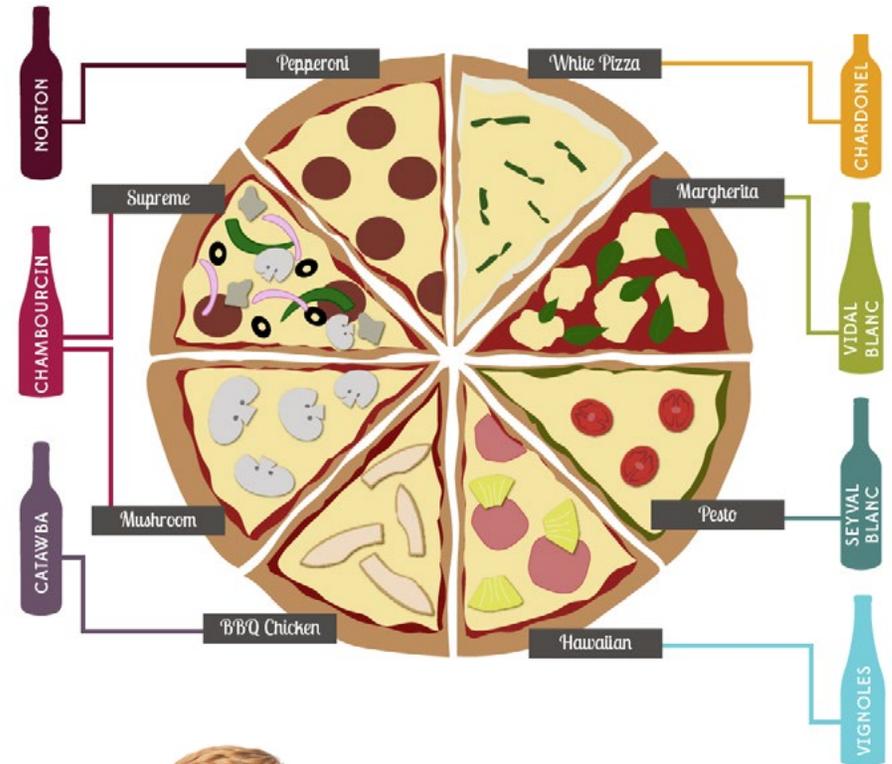
Ahh. So good!

WINE Pairings

Pizza pairing predicament? Not a problem my compadres. Missouri wine pairing is a piece of cake no matter what food you're preparing.

With that said, check out the Missouri Wines pairing guides by clicking the link below. You'll be able to quickly pair Missouri wine like a pro.

[SEE PAIRING GUIDES](#)



*"PIZZA and wine?
My favorite combination!"*



GIFTING *Wine*

From dinner parties to holiday shindigs, Missouri wines make great additions to your get-togethers. Just remember these simple tips when deciding which “Show Me” State wine to have in hand when you make your grand entrance.

» **TIP #1 - THINK OF YOUR HOST**

A wine gift is a delicious “thank you” for an invitation. If possible, take into account what your host enjoys and what the occasion calls for – a moderately-priced wine is perfect for small dinner parties.

» **TIP #2 - RED OR WHITE?**

Take it from Mo, showing up with a bottle of each is a sure-fire recipe for success. And while a fine Missouri red wine is always warmly greeted, a lovely Missouri white has been the belle of the ball for many a celebratory gathering.

» **TIP #3 - THE OPENING IS UP TO YOUR HOST**

Because the wine you bring is a gift, etiquette dictates that it’s up to the host to decide when to enjoy it. So, don’t be offended if they decide to save your gifted bottle of Missouri wine for themselves...can you blame them?

*“I know what I’m
hoping for this year...
and the next.”*



Mo's TAKE ON *Toasting*

Raising a glass to honor an individual or occasion is a wonderful opportunity. But there are a few items of etiquette to keep in mind to prevent your toast from becoming a roast.

» **A TOAST SHOULD ALWAYS BE A COMPLIMENT, NOT AN INSULT**

It is meant to be a gift of sincere admiration and appreciation. Humor is great, just never at the expense of or the embarrassment of the toastee.

» **KISS AND TELL**

Keep It Simple & Short...and make the telling of your toast a few sentences in length, instead of a long speech. But if you do have to make your toast longer than a couple of sentences, make sure you don't go over three minutes in length.

» **PRACTICED OVER IMPROMPTU**

The more thought you put into crafting and rehearsing a toast, the better it will be communicated and received. Plus, it shows you really care.

» **REMEMBER YOUR AUDIENCE**

It's not about you...it's about them. Think about what you want your audience to feel, then craft your words to get them there.

» **END...UP**

Close your toast on a positive note and invite everyone to raise their glass or say, "Cheers!".



"Make your toast sincere, short, sweet, and selfless, so everybody can enjoy themselves."

TOAST TIME *Tips*

- » **LET THE HOST TOAST FIRST**...if they're throwing the party, let them throw the first toast.
- » **STAND** when you propose a toast, unless it's a small group.
- » **IF YOU'RE BEING TOASTED** it's polite to not raise your glass or drink.
- » **AFTER THE TOAST**...the toastee should say "thank you".
- » **EVERYONE SHOULD JOIN THE TOAST.** Non-alcoholic beverages and even raising an empty glass are acceptable... but not water...some believe it is bad luck.
- » **SAY "CHEERS" OR SOMETHING ELSE.** There is a world's worth of toasting sayings. Find your roots or pick a new favorite.

A WORLD OF *Toasts*

"Cheers"

(English)

"Prost"

(German)

"Salute"

(Italian)

"Santé"

(French)

"Skål"

(Swedish)

"Sláinte"

(Irish)

"Salud"

(Spanish)

"Pozdrawiam"

(Polish)

"Na zdravie"

(Slovak)

MAD LIBS *Toast*

*"Here's to Missouri vines.
Here's to Missouri wines.
Here's to good friends,
and endless good times."*

Need a drop of inspiration for your own toast? Fill in the blanks below to get started.

HERE'S TO _____ **! EVER SINCE** _____ **, YOU HAVE BEEN A**
INSERT NAME EVENT OR OCCASION

_____ **FRIEND. AND OVER THE LAST FEW** _____ **, I'VE REALLY**
ADJECTIVE DURATION OF TIME

COME TO _____ **YOU. YOUR** _____ **CAUSES PEOPLE**
ADMIRE / LIKE / ADORE PERSONALITY OR FEATURE

TO _____ **. AND WE WOULD BE** _____ **WITHOUT YOU**
VERB LOST / POOR / UNHAPPY

IN OUR LIVES. SO, IT IS WITH GREAT _____ **THAT I RAISE A**
EMOTION

GLASS IN YOUR HONOR. TO _____ **!**
INSERT NAME



Mo-etry

WINE ~~Poetry~~

Seated at a candlelit table or lounging fireside with a glass of your favorite Missouri wine is the perfect opportunity to enhance the moment with a little Mo-etry.

Please use these personal compositions of mine to woo the one you're with tonight.



When you experience hard cheese,
The intensity is great.
Asiago and Parmesan,
Both keep me up late.

Reggiano, Romano,
Maybe a Swiss.
Pair them with Norton
And you just can't miss.

A Chamborcin is also
Quite a delight.
A pairing that's sure
To make your taste buds take flight.

If whites are your thing,
Put Vignoles in your plan.
That's how I roll
Because I'm a stinky cheese man.

WINE Romance

Oh my, I love a red, red wine
That's paired to make me swoon;
Oh my, I love a Chambourcin
A dry that makes me croon.

Norton is red,
Vidal Blanc is white...
Missouri wines have flavor
that's out of...this world.

Drink to me only with Mo wines
And always I'll be thine.
Pour some of this into my cup
And I'll not leave your side.

"Shall I pair thee with a summer's filet?
For both fish and beef thou does compliment.
Tough minds shed their opinions in dismay,
A summer's feast's best accompaniment.

For my sole affection, Missouri vines,
With varietals to please, you are brimming.
Your "Show Me" allure in the form of wines,
My heart and soul you are wholly winning."



GET TO KNOW *Missouri Wines*

Made with Midwestern care and a “can-do” spirit, Missouri wines are a celebration of great taste, great friends, and great times. Discover flavor and adventure that are the result of over 150 years of wine-making dedication. It’s the perfect wine for exploring and celebrating Missouri’s rolling hills, lush riverscapes or the beauty from your own back porch.



SHARE YOUR MISSOURI WINE *Adventures*

Mo has dedicated himself to exploring the wine and wonders of Missouri...and he would love it if you joined him! Share your tweets, posts, and pictures of Missouri wines, wineries, and celebrations by including the **#MeetMoWines** tag.



MISSOURI
WINES™

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