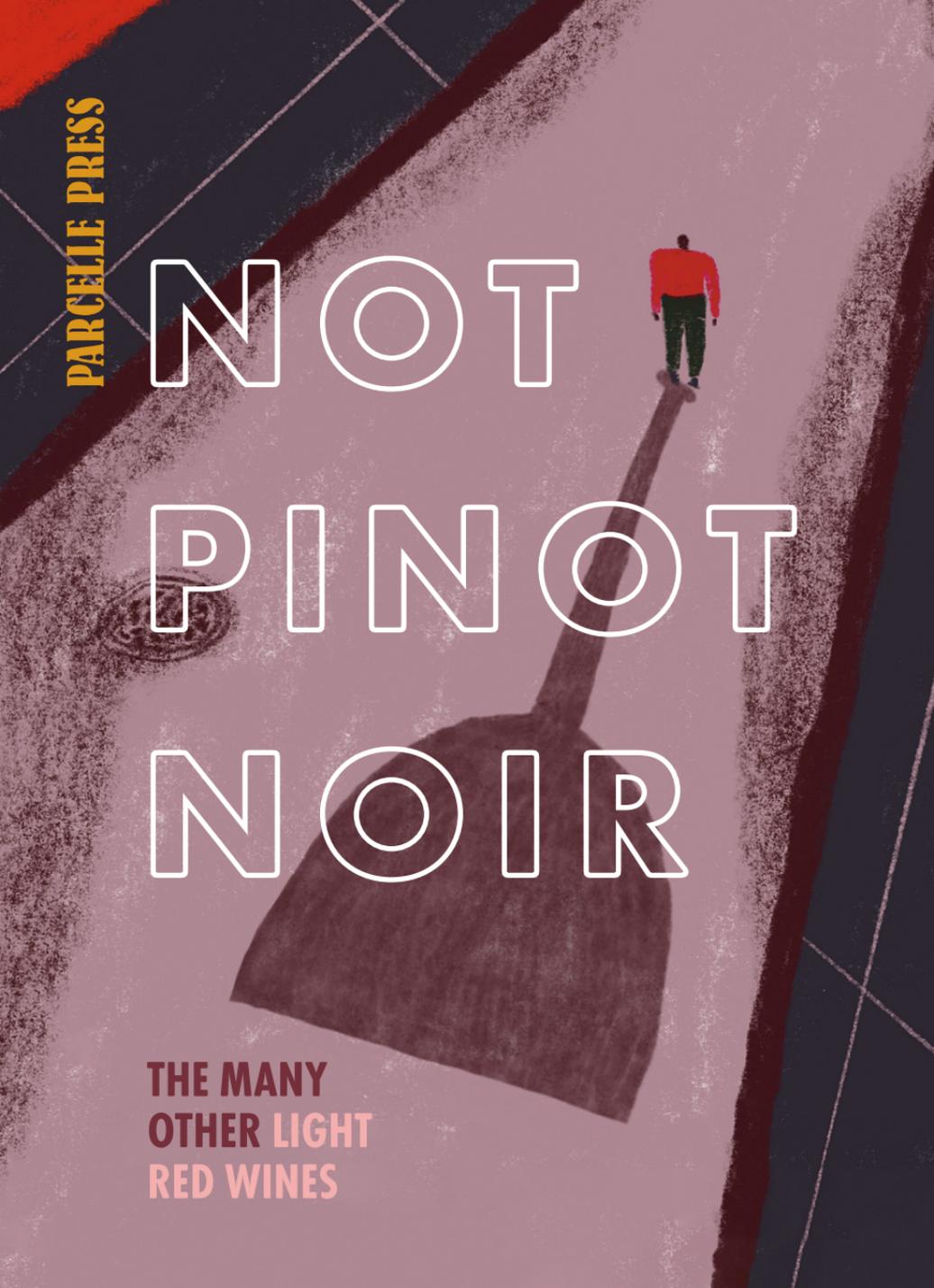


PARCELLE PRESS



NOT PINOT NOIR

THE MANY
OTHER LIGHT
RED WINES

**ABOUT
PINOT
NOIR**

It is a French grape, originating in the region Burgundy. You will see Bourgogne somewhere on the label if it is from Burgundy.

It makes wines that have refreshing acidity.

It makes wines that are light in color.

It is rarely blended with other grapes.

It generally tastes like fresh berries rather than dark chocolate.

It is grown all over the world. Outside of France, it's also very popular in New Zealand, California, Oregon, and Germany.

It's Obama's favorite wine.

It makes wines that are low in alcohol.

**IF YOU'VE OPENED
UP THIS JOURNAL,
YOU'VE LIKELY HEARD**

OF PINOT NOIR. And, well, if you haven't, then welcome to wine.

Pinot noir, or just pinot for short, is one of the most popular wines across the world.

Unless they are trying to make a statement, every restaurant will have pinot on their wine list. (And if they don't, you should ask why—they want you to ask.)

Pinot is always a safe option. For many people, it's what they order when they just want a good ole glass rather than to be adventurous. Also for many people, it's the wine they consume their entire lives without considering trying something else. It's familiar—and frankly, most of the time, it's pretty delicious.

Understanding pinot is essential for any wine drinker. Its origin story is worthy of several volumes of this journal, but since we like to keep it short and cute, we made the handy chart to the left to sum up its defining characteristics. But there's more than just pinot out there.

We encourage you to try wines that are like pinot, but not pinot. Doing so will open your eyes to all the other possibilities in the world for light, fruity, super drinkable red wines. Here, we'll walk you through a handful of wines you might not have heard of, but we think you'll probably like.





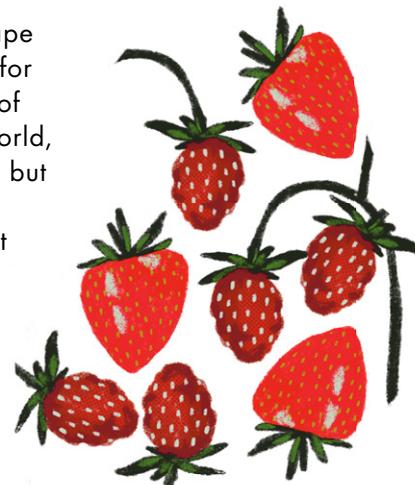
FRANCE

THE JURA

THE JURA IS A REMOTE REGION IN THE MOUNTAINS BORDERING SWITZERLAND, ABOUT AN HOUR'S DRIVE EAST OF BURGUNDY. If Burgundy is Fifth Avenue, the Jura is a sleepy side street that emits cool and nostalgia. It feels like a spot where only locals know to hang out.

We should start by making it clear that in the Jura, you will find pinot noir. But here it tastes like a wild version of the grape. If California pinot is a giant, juicy strawberry, Jura pinot is the ugly little wild ones whose flavor is exceptionally tart. This difference results from the high altitude and cooler weather in the Jura in contrast to other areas where it is grown. The cold weather impacts all fruit—including grapes.*

TROUSSEAU is the main grape of the Jura. It has potential for making it onto the long list of important varieties in the world, and it's working its way up, but right now, it's still on the JV team. If you really like pinot but want something that leans more toward dried mushrooms and grilled meat and tastes just a little bit different, this is for you. If the thing you like about pinot is how fruity and sometimes sweet some versions can be, this may piss you off. →



*Climates like the Jura's produce grapes that are light in body and color and crisp in flavor.



ORGANIC FARMING AND NATURAL WINE

The label “organic” means a wine was made without pesticides and herbicides. That’s not the same thing as “natural,” which is a difficult-to-define philosophy of winemaking that has no true rules or guiding principles.* There is, however, a collective understanding that the wines will have no additional sulfur (a preservative) added to them, and skew toward earthy and savory in flavor. Additionally, most natural wine is organic—but the opposite is not necessarily true.

Many producers farm organically, though not all of them have the government certification. The certification process can be prohibitively expensive for small farmers, as it is catered toward those who are more industrial, but it’s of course still a desirable practice.

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* The Jura is a hot zone for natural wine.

↓ **POULSARD** is on the extreme end of light red wines. In fact, it can even appear to be like rosé. This is a paler and stinkier version of pinot. And it’s infamous among vineyard workers: Unfortunately, poulard is prone to all sorts of diseases that discourage farmers from growing it, as there is a focus on organic farming in the Jura, and poulard requires an abundance of sprays and chemicals. Naturally, producers committed to organic farming are discouraged from growing these grapes because of the risk that they will spoil. Some of them still go for it though—not all farmers are boring.

PRODUCER SPOTLIGHT

STÉPHANE TISSOT

Many -isms are used in describing the Jura’s producers, including but not limited to: Value, organic, biodynamic, experimental, and infinitely proud of their up-and-coming region. Stephane Tissot embodies the spirit and state of the Jura perhaps more so than any other producer currently. To date, this producer makes more than 12 different wines in a range of styles from the sparkling Crémant du Jura to the nuanced and obscure dessert wine Vin Jaune. Their wines are natural in their production methods, but they do not go to the extreme of making wine that tastes shockingly bizarre, which can be a somewhat frequent occurrence in natural wine.



FRANCE

BEAUJOLAIS

BEAUJOLAIS' HISTORY IS ONLY IMPORTANT TO UNDERSTAND INsofar AS WHY THERE'S SO MUCH EXCITEMENT—AND AT TIMES ASTONISHMENT—OVER IT BEING A PLACE WITH WELL-CRAFTED WINES. We're of the mindset that a lot of good came out of the 1980s, but it wasn't a great period for this wine region. Simply put, producers here made very simple, very cheap wine—and they became famous for it. That style of wine is called Beaujolais Nouveau; it haunts Beaujolais in the same way ripped tights and permed hair may haunt you. It tastes like Welch's grape jelly and was often served in cans. It became all the rage—so much so that there were wine parties, wine fairs, and even swimming pools full of the stuff.

But today, Beaujolais tells a different story. It's littered with a younger, more ambitious generation of winemakers whose goal is not just commerce (and wine parties); instead, they've devoted themselves to the uphill battle of making a high-quality wine from **GAMAY**, the only grape here. These people are all inspired by the neighboring Burgundy, which is just to the north, and many practice similar viticulture and winemaking since the grapes are so similar. →

LOW-ALCOHOL WINE

Describing a wine as "low-alcohol" can rub some people the wrong way. They compare it to something like a low-calorie burger—if you're going to have a burger, just have a good one. But we don't count calories in wine, so that analogy is trash. Lower-alcohol wines still have a reasonable amount of the stuff, they just have less on the very short spectrum. The ABV (or alcohol by volume) for red wines ranges from 12-16%, "low" being 13.5% or below. This number determines whether the wine tastes like a tart and refreshing drink or like a rich and creamy milkshake. An analogy we can get behind: Think of alcohol in red wine like sugar. The lower the ABV, the more savory the wine; the higher the sweeter. All the wines mentioned in this journal are low-alcohol.

↓ Gamay has brisk acidity; it's both fruity and a little savory; it has low tannin, which is the dryness in wine; and it's light in color. Gamay might be the greatest comparison to pinot, but with a distinguishing spicy and floral edge. The region and grape are synonymous, as the grape is rarely seen outside of this zone—so if you see gamay, it's very likely from Beaujolais. And if you see Beaujolais, it is absolutely gamay.

PRODUCER SPOTLIGHT

ANNE-SOPHIE DUBOIS

Anne-Sophie Dubois is part of a young generation of wine-makers finding themselves in Beaujolais as the land values of the more well-known regions become more and more unapproachable. Having worked in Burgundy, she took the style and those learnings to Fleurie, a town in Beaujolais considered to have some of the best vineyards. Anne-Sophie takes her work seriously, and the wines are serious too. She's like the artist yet unknown by many, but beloved by those who are masters in the same craft. Now you, too, can say you knew her when.



ITALY

DISCLAIMER: PINOT NOIR DOES GROW IN ITALY, BUT DRINKING IT WOULD BE A BIT LIKE GOING TO HARD ROCK CAFE WHEN YOU VISIT ROME... YOU JUST SHOULDN'T DO IT.

ITALIAN RED WINE AS EXCLUSIVELY BIG AND POWERFUL IS A MISCONCEPTION. The grapes and regions we talk most about—Barolo, Brunello di Montalcino, Montepulciano d’Abruzzo—are exactly that. But Italy is full of 1,000 different grape varieties, and within that there’s some diversity of flavor. Italy is also full of 1,000 different climates. The combination of a thin-skinned grape and a cold climate is perfect for making a light red wine.

If there were a comment section in this journal, wine geeks would be yelling at us to include some other obscure grapes. Thankfully, print is not dead yet. We concede that there are plenty more grapes, but our list to the right is a nice start.

PRODUCER SPOTLIGHT

ARIANNA OCCHIPINTI

Arianna Occhipinti grew up in Sicily and, like most Italians, became a wine consumer at a young age. Her uncle Giusto is a big-deal winemaker at Sicily’s COS Winery. After working and traveling with him, she branched off to start her own label with the family’s name, Occhipinti. This was around 2008, and the world was looking for inexpensive, delicious, and new wines. She introduced many consumers to the grape frappato, which was usually blended into the wines labeled Cerasuolo di Vittoria and rarely seen on its own. Frappato is a floral, smoky, and light-on-its-feet type of grape. Thanks to her, the wine-drinking world came to realize that Sicily was a place for light and high quality wines. Brava, Arianna.

ITALIAN GRAPES TO LOOK FOR

BARBERA

It’s like pinot, but subtly richer and with fruity flavors.

FRAPPATO

It’s like pinot, but is almost impossible to find. It only grows in Sicily and tastes like maraschino cherries.

SCHIAVA

It’s like pinot, but extremely light in color (and we think it tastes just ok).

DOLCETTO

It’s like pinot, but a touch darker in color and tastes spicy.

- 1 VIENNA
- 2 BURGENLAND
- 3 HUNGARY



AUSTRIA

AUSTRIA IS KNOWN FOR MAKING WHITE WINE—AND THEY DO A GOOD JOB AT IT. These wines are very precise. They are never oaky, and they should always be crisp. Understanding their white wines can help you understand the reds that come from their native grapes, too. Grüner veltliner is known for being peppery, floral, and refreshing. It's easy drinking. The grape has the potential to make a serious wine, but most often, it's refreshing and simple.

Now apply that description to the grapes **ZWEIGELT** and **BLAUFRÄNKISCH**. These are found scattered around the country, but the best region for them is Burgenland. While zweigelt is a tart and straightforward grape, blaufränkisch is hyped for being a pretty serious wine. It's a bit darker in color than pinot, and it tastes like black pepper and blackberries.

THE COLOR OF WINE

At some point in your wine-drinking life, you've probably come across a friend who is either pretending to be or is actually very knowledgeable about the thickness of the skin of a grape. That information is only pertinent in describing grapes when you might not know how they taste. The color of a wine comes from the skins of the grapes.* There are two rules: 1. The thicker the skins, the darker the color. 2. Thin-skinned grapes make wines that are lighter in color (see Rule 1), but not necessarily light in body. There's no harm in knowing this, other than potentially coming off as pompous in certain circles, but ultimately, how a wine tastes is what's most important.

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* After grapes are pressed, a winemaker decides how long to leave the skins in contact with the juice. More time means more color, like with a teabag and water. This process is called maceration.

PRODUCER SPOTLIGHT

ROLAND VELICH

Moric is a winery started by an ambitious and talented guy named Roland. Roland became obsessed with Burgundy and thought he'd try his hand at applying that region's practices to his own region's grape, blaufränkisch. He makes single vineyard wines, uses old barrels from Burgundy, farms organically, and aims to make the most delicate and nuanced wines in Austria. He's a champion.

Parcelle opened in 2018 with a team comprised of some of the country's best sommeliers; we have spent years introducing guests to wines in a restaurant setting. Our objective at Parcelle is to bring that experience and opportunity to you by offering smart, delicious wines for every scenario in your life.

Our selections reflect a limited number of producers, all of whom we consider best in class—they are committed to the craft of winemaking, rather than to the commercialization of the product, and most farm organically. We strive to bring you well-made wines at many price points and from many areas of the world.

Whether it's a bottle for every day or for a super special occasion, we are here to ensure you'll always be drinking something good.

Parcelle

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