

[What The New Generation Wants From A Wine \(A View From The Argentina Wine Awards Global Seminar\)](#)

Vinted on April 18, 2013 under [on the road](#), [wine review](#)

HiYa! If you're new here, you may want to [Sign Up](#) to get all the latest wine coolness delivered to your virtual doorstep. I've also got [short, easily-digestible mini wine reviews](#) and some [educational, entertaining wine vids](#). If you're looking to up your wine tasting IQ, check out my book [How to Taste Like a Wine Geek: A practical guide to tasting, enjoying, and learning about the world's greatest beverage](#). Cheers!

One of the interesting things to which the Wines of Argentina folks subject you as a judge in the [Argentina Wine Awards](#) (aside from tasting enough tannic Malbecs in one blind awards flight that you can no longer feel your gums, or taking you [horse-wrangling](#) in the Andes) is a seminar in which you're one of the featured speakers.



For the 2013 AWAs, the seminar topic was “Wines for the Next Generation” (speaking largely about Millennials, in this case), and our group of international judges was asked to choose a wine that we felt represented what the next gen wine consumers are drinking in our respective markets. And so we sat on stage in panels of two or three judges, with an Argentine winemaker chairing the discussion as we talked about the wines, and our markets.

I want to tell you about each of the wines that my fellow judges and I picked ([a task with which some of you helped me, by the way!](#)). But before I do that, I want to tell you what the majority of [our group of judges](#) said about wines that appeal to Millennials.

And it's easy to do, despite the fact that as judges we hailed from a somewhat dizzying array of backgrounds (new and traditional media, wine service, winemaking, and other fields), and despite the fact that as an ensemble we hailed from Italy, Brazil, the UK, Australia, Spain, Korea, China, Canada, Mexico, the U.S. and Switzerland. Not exactly people all cut from the same cloth – wine had brought us together, and the love of it was the only common denominator between we hailed (aside from us all being humans, I mean).

It's easy to do because we almost all said *exactly the same thing*. When the last of us to speak at the seminar, UK Master Sommelier [Laura Rhys](#), presented a summary slide titled “What The New Generation Wants From A Wine” it echoed so closely the previous

sentiments of 90% of our collective speeches and presentations that I later asked her if she'd authored it on the fly after seeing the rest of us speak (only because that's precisely what I would've done myself). "No!" she exclaimed, I think taking my question incorrectly at first as an accusation instead of an expression of how impressed I was by her slide deck. "I wrote that up *ages* ago!"

If accomplished professionals in an area of business, hailing from totally different backgrounds, separately converge to similar conclusions on a topic, then you probably ought to listen to what they have to say if you're at all interested in that same business (in this case, selling vino)...

Here's Laura's impressive summary slide, along with a bit of the text reprinted below (and expanded by *moi*):



What The New Generation Wants From A Wine

- **Authenticity** – [if you have to ask](#), then No, you're not being authentic, okay?
- **A good story** – and not your family's coat-of-arms; it's anything that makes you seem more human in an increasingly dehumanized, over-marketed and exploited world.
- **A "true" product** – can't deliver the quality goods? get out of the way please for those who can.
- **Wines with interest** – the real curse of the modern age is not to be lambasted for what you do, but to be ignored because you're boring.
- **Connection... to a time, place, person** – back to being human, how close can you get us to where you are as a producer through the consumption of your product?
- And finally... a theme that's been espoused so many times here that my wrists curl in carpal-tunnel-like pain every time that I flex them to type it out again: **"People are talking to one another and sharing all the time – wine is no exception"** (yes, this includes online).

Here are my thoughts (and, if I may be so bold, grades for review purposes) on the wines brought by my fellow judges and me, with a quick synopsis of why they were picked. These choices underscore the themes that we just about beat the Argentines over the head with during our speeches. Ignore it all at your own peril, I suppose!



Joe Roberts, USA: [2011 Tariquet Classic](#) (Vin de Pays Cotes de Gascogne), \$8 B

This wine has a lot going for it when it comes to Millennial appeal: a classy label that evokes a French lifestyle without making it look like what their grandfathers are drinking; a refreshing, citric, pithy palate that's also a touch sweet with some RS (look, sweet wines that people think are actually dry *sell*, people); a low price point combined with high quality and consistency. Millennials in the U.S., particularly those into fine wine who are on the East Coast, are cutting their wine-drinking teeth on wines like this, and not on flabby oak bombs. As a result, Tariquet might seem like the vinous equivalent of MacDonal'd's in France (these are the grapes that probably didn't make it into Armagnac, after all... okay, just kidding... I think...), but have managed to make a wine that feels more like Apple's iPhone in the U.S.