

Wine is an Agricultural Product

1.6.1

Fill in the blank.

Wine is unlike tin foil in that there is a limited _____
produced in a given growing season. For that reason, it is an _____
_____ product.

As a great wine drinker, it's best to shop at small, independent wine shops and
be _____ lots of different wines.

The best wine growing regions exist between the _____ and _____
degree parallels. _____ has helped areas just
beyond these areas grow wines of better quality.



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Oak Aging

1.6.2

Fill in the blank.

Other than oak, wine can be aged in _____ and even _____ tanks.

Oak imparts flavors and aromas like _____ and _____ in wine.

Think about the following and feel free to write your response.

Why might a winery elect to use oak chips instead of oak barrels? How will that affect the wine?



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Winemaking

1.6.3

Fill in the blank.

A winemaker has final say and can determine the following:

A) When the grapes are _____

B) If and how long a wine will be _____

C) The _____ of different grapes and how long the wine will stay in contact with the _____.

Think about the following and feel free to write your response.

Why might one winemaker be more expensive to hire than another?



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Marketing

1.6.4

Fill in the blank.

Marketing can be a huge _____ to the winery,
but it can help them sell lots of wine.

Historically, wineries have used billboards, grocery store placement and
_____ ads to reach customers.

Wine is no stranger to celebrity endorsements, and it's common for many
brands to connect with _____ on social media.

Think about the following and feel free to write your response.

Why might there be a fine line between too much marketing and not enough marketing?



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