

COLLIN'S COLUMN

What's Hot Right Now? The answer may surprise you! by Collin Williams



While speaking with our esteemed wine buyer, Bear Dalton, the other day about wine and other related topics, he brought up a subject that is somewhat of a routine occurrence in our line of work. Constantly, we are asked for our insight into the current trends and hot brands in the wine world and what we would recommend. However, the most common question asked to us is "What is hot right now?" As Bear explained it, the answer will surprise you.

Chardonnay!! If you are reading this with a puzzled look on your face, don't worry – I'll explain. Typically, as we look into new wines to buy for the Spec's chain or which wines we should cut, the use of sales numbers on a rolling 12 months is taken into account along with other statistical data from the likes of Neilson. Surprisingly, if you look at the current upward trending wines in terms of sales data Chardonnay remains at the top. Like those dang Harry Potter blockbuster movies that smash records at the box office week after week, Chardonnay is still as popular as ever. In fact, as Bear explained it, Chardonnay produces more sales volume than the subsequent two categories combined!

So, the next time you reach for another glass of delicious Chardonnay and wonder if this is a passing fad, rest assured that Chardonnay still remains as in vogue as ever.



Here are few good Chardonnays to wet your palate:

Ferrari-Carano Chardonnay 2009 **\$16.69 cash**

Juicy citrus, apple and caramel on the nose with a baked lemon, yellow apples and hints of vanilla. Very clean and elegant, this wine will surprise you.



Charles Wiffen Chardonnay 2008 **\$21.84 cash**

Shiny yellow metallic color, this Chardonnay shows a rich lemon buttered biscuit, ripe pineapple and yellow apple notes on the nose followed by a medium body and subdued acidity. Baked lemon flavors dominate the palate with a creamy lingering finish.

Spier Classic Chardonnay 2009 **\$9.99 cash**

This wine shows lots of ripe tropical fruit flavors on the nose that shines through on the palate. Notes of vanilla and caramel are complemented by generous acidity. Very nice and refreshing.



Labet Bourgogne Chardonnay Vieilles Vignes 2009 **\$11.99 cash**

Crisp acidity lends well to great flavors on the palate of apple, lemon and a touch of ripe pineapple. Juicy while remaining dry and elegant. ☞



Please email me at collinwilliams@specsonline.com with feedback.