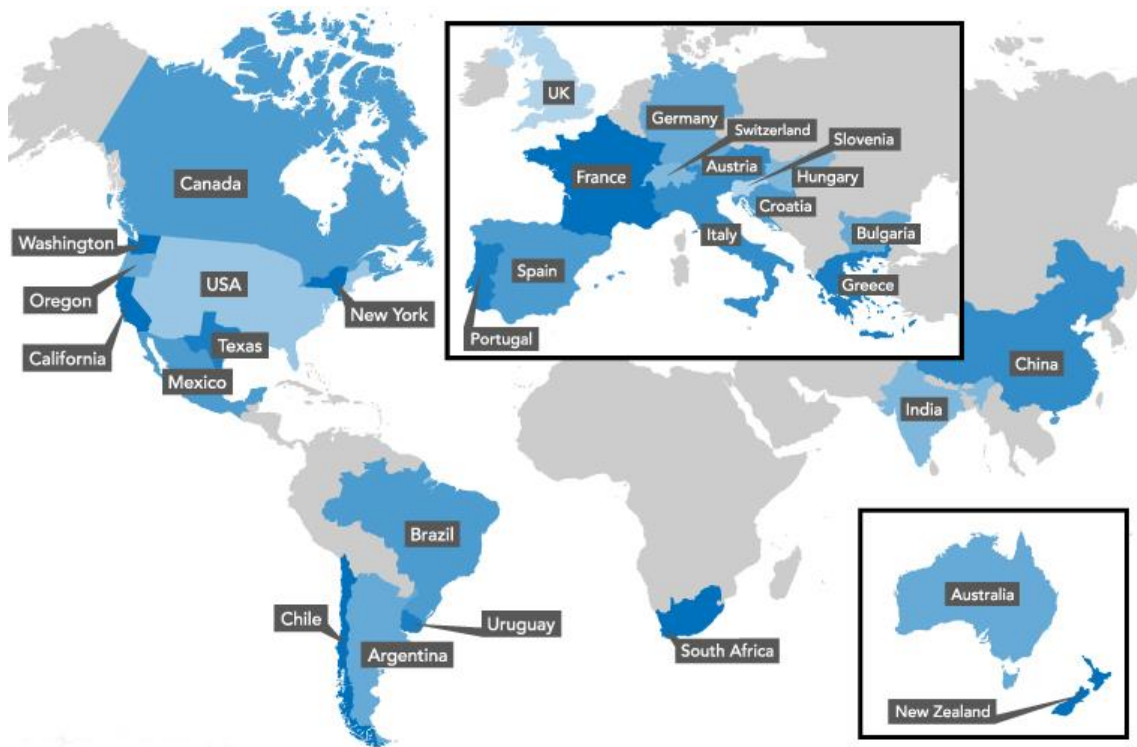


THE TERMS OLD WORLD WINE AND NEW WORLD WINE



The wine producing countries are divided into Old World and New World, being those that began to produce wine before and after Christ, respectively.

The first group generally does not state which grape is used to produce the wine and is based on terroir which is the combination of soil, climate, region, amount of sun or rain that falls on the place where the vine is planted, the topography of the terrain, etc. The terroir will decide which grape will be grown in each location and there is a greater diversity in the styles of wines produced, which makes them more fascinating and arouse more curiosity.

For Old World wine producers, the place is more important than the type of grape used, and it is necessary to study, know the regions, understand the laws of terroir and know the grapes that each one of them produces best.

New World winemakers rely more heavily on technology to favor the cultivation and production of their wines, and because they do not take too much into account the concept of terroir prefer to label their wines with the name of the grape that represents it. Consumers with a little more knowledge about the types of strains can get a sense of the type of wine they are buying or tasting.

While the same species of grape is used the *Vitis vinifera*, the terroir and winemaking techniques of both the Old World and the New World created several differentiating

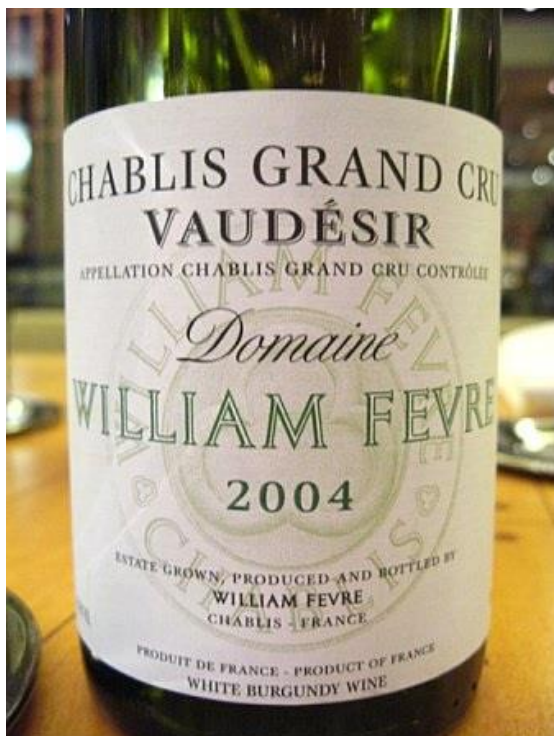
characteristics. The naming of the wine, the process of winemaking, and the taste of the wines themselves are all differentiating factors between the Old World and the New World.

When naming a wine, the Old World and New World go about it differently. In the Old World, the wine takes the name of the place of its origin. For example, a Malbec that was made in the Tursan region of France would be called a Tursan, not a Malbec. In the New World, conversely, the wine takes on the name of the grape that was used to make it. A case in point is that a wine made from the Malbec grape in Lujan de Cuyo, Argentina is called a Malbec, not Lujan de Cuyo

For this reason, people may prefer to drink a New World wine, because according to the grape one knows more or less what the style of wine will be. On the other hand, while a French or Italian wine, for example, is more complicated to understand and to know what to expect from wine.

A typical French wine label may look similar to the one below. Thus, the label says Appellation Chablis Grand Cru Controlée, the name of the producer, the vineyard and Product of France and indicates a white wine from Burgundy. So, we don't know what is Appellation, what does Chablis mean and what is the wine grape, it is a bit more complicated and one needs to study a little to understand.

A New World wine label is more objective and straightforward and may look similar to the one below. So, Fairview is the producer, Pinotage is the grape, the 2006 vintage and the country is South Africa, being simple and straightforward.



As noted, there are numerous differences between Old World wines and New World wines. Thus, it is important to clarify the meaning of the very common expressions in the universe of wine.

The terms are used to indicate the geographical origin of the wine. Thus, Old World is understood to be the producing countries of Europe that throughout history have specialized in winemaking and the highlight is Portugal, Spain, France, Italy and Germany.

On the other hand, the New World is made up of younger countries and former European colonies that have recently specialized in winemaking such as the United States of América, Australia, Uruguay, New Zealand, Argentina, Chile, South Africa, Brazil and also Mexico, Canada, China and India.

Main Differences Between Two Worlds of Wine

As for grapes and innovation versus terroir and tradition, European winemakers have as their fundamental characteristic the focus on the so-called terroir, the union between soil, climate and region. European winemakers employ very little technology and generally use traditional and past oenological practices across generations. In addition, production is governed by strict laws intended to preserve the authenticity of a given area.



Old World wines are made based on the winemaker's knowledge of his vineyards and the tradition of how they are planted and harvested. Thus, depending on the context, Old World wine labels are named after the wine region rather than grapes, and for winemakers the place where the grape was grown is more important than the grape itself.

On the other hand, the New World is investing in the most modern technology to favor the cultivation of grapes and the elaboration of wines. Vineyards emerge designed to receive mechanical harvesting and industrial irrigation among other features.

In the New World, more flexible winemaking practices are adopted, as they do not have to comply with stringent regional regulations. Thus, winemakers can change product characteristics to meet consumer demand at any time.



In the middle of the twentieth century New World wine producers began to stamp their labels with the names of the grapes with which the wines were produced. Thus, with the change the consumer began to identify with the style of each grape and made it easier to find out what type of wine would be tasted.

As for intensity versus subtlety, wines produced in European countries are generally more delicate and elegant and usually exhibit high acidity. Noticeable tannins have more mineral aromas and fewer fruits and their colors are less concentrated.

In the New World wines are more intense, with greater color, flavor and aroma. Wine producers in the countries are looking to create wine labels that come out of the wineries ready to drink, easy to drink and usually without much guard and barrel. Another feature is that the specimens go through a longer or faster fermentation and that end up giving the drink a higher alcohol content.

Conclusion

While the Old World versus New World designation may seem like a simple, geographical designation, it goes far beyond just that. The geographical location is the main differentiating factor, but there are several other factors that discriminate between the two types of wines.

The Old World wines are the product of centuries-old tradition and regulation, using age-old techniques that have most effectively utilized the terroir and the winemaking methods to bring out the finest characteristics of a certain grape relative to the region.

The New World wines have more freedom to experiment and utilize new technologies in winemaking. Additionally, the way a wine is labeled is different between the Old World and the New World.

In fact, there are many differences between New World and Old World Wines and there is no consensus on which type of wine is best. Thus, each region has distinct and unique characteristics, but both with excellent quality wines and the important thing is to taste and find out which style is preferred.

Then, whenever to open up that Malbec from Argentina or that Cahors from France, remember that while these may be made from the same type of grape, there are many differences that make each wine unique and great in its own way.