

BURP  
THE  
OTHER  
WINE  
BOOK

by Bas Korpel & Jur Baart





# INTRODUCTION

There is a story behind every wine. As a winemaker, you can make a statement with your label. It is the showcase of your company. And more importantly, it can persuade consumers to buy your product. The label should be in line with the wine you can expect in your glass. And that's why we decided to make this book: because we strongly believe that a wine tastes better when you know the story behind it.

Just like folk tales, the stories behind the wine are often passed on – and sometimes spiced up in the retelling. Rest assured that this also happened with the stories in this book.

Although we regularly describe the expected taste of the wines we selected for this book, taste was not a criterion for us, only a pleasant side effect. After all, taste is debatable and there are already enough publications that judge a wine's flavour. We therefore selected 40 wines, each with a distinct label and a matching story.

Our selection did not focus on the vinification techniques of the wines. What is striking, however, is the exceptionally high proportion of natural wines. Apparently, this group of winemakers (in some cases new to the profession) is paying more attention to how their products find their way to the consumer. Yet Burp also includes a number of all-time classics that should not be missed – essential not only in this book, but also in your wine cellar.

We hope Burp will give you lots of new stories to tell while drinking your next bottle of wine.

Enjoy reading. Cheers. Burp!

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CHATEAU  
COS  
D'ESTOURNEL

Saint-Estèphe AOC, France

# THE MAHARAJAH OF SAINT ESTÈPHE

The story of Château Cos d'Estournel is the story of a man named Louis-Gaspard d'Estournel. He inherited the land and was the first to identify its exceptional quality. A Cos (the 's' is not silent) is a small hill consisting mainly of a pebbly soil. In 1811, he planted his land with vines and named the chateau after himself. Louis-Gaspard was a horse trader with a thriving business in Arabian steeds. He often went abroad for work, visiting Arab countries and travelling through Africa and India.

Louis-Gaspard d'Estournel was outgoing, innovative and lavish in his spending. If there would be one Little Britain character to compare him with, it would be Daffyd Thomas and his catchphrase 'I'm the only gay in the village'. As a result of his travels, the exterior and interior of Cos d'Estournel is a blend of African, Arabic and Indian influences. It is said that the expertly carved wooden door at the main entrance to the chateau was imported from the Sultan of Zanzibar's palace. This and many other works of art, including the oriental pagodas adorning the chateau's towers earned him the nickname 'the Maharajah of Saint-Estèphe'.



## A WELL TRAVELLED WINE

Unlike many of the other Bordeaux producers, Louis-Gaspard d'Estournel did not sell his wines with the help of a go-between known as a *négociant* or trader. Why should he? More often than not, he used his wine as currency to purchase his beloved horses. Travelling by ship, he brought along barrels of his own wine and exchanged it for stallions. On one of his trips to India, he was unable to offload all of his barrels and had to bring some of them back home. Oddly enough, the wines seemed to have improved in quality. He labelled them with an 'R' - returned from India - and quickly noticed a spike in demand.

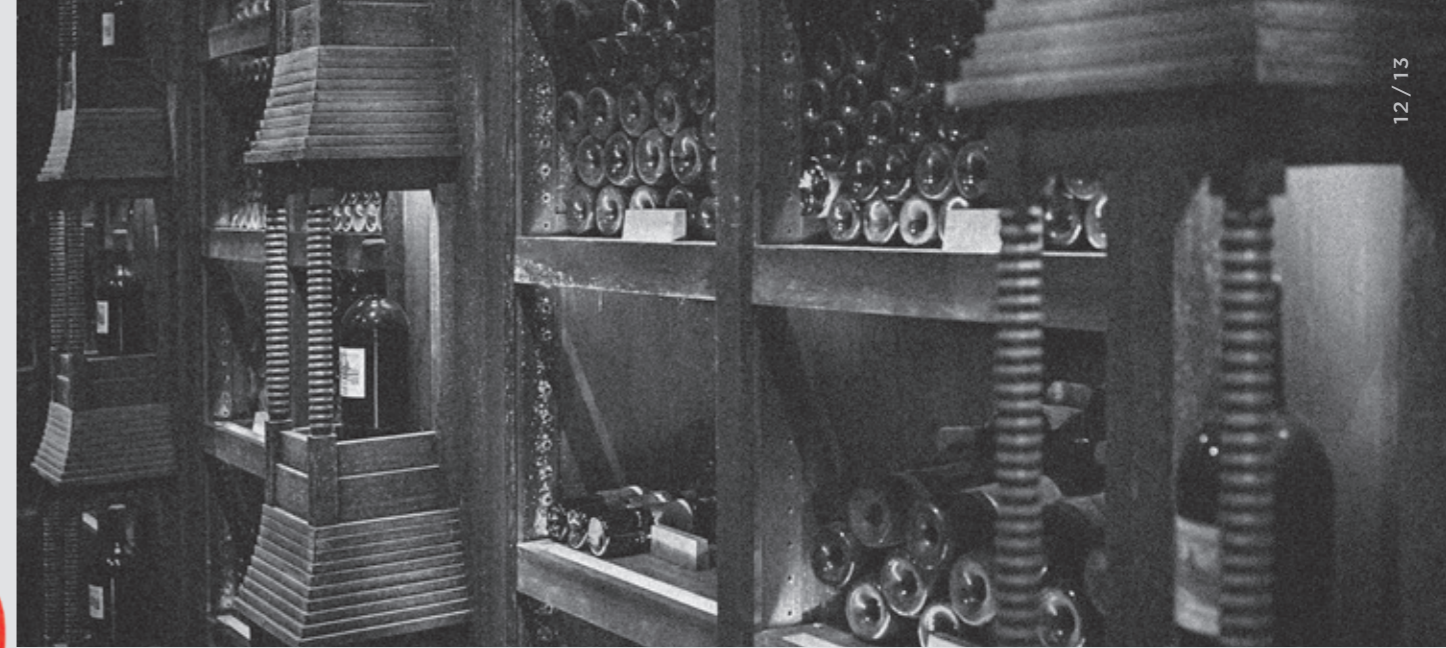
From that moment on, all of his wines were shipped to travel from Bordeaux and back again. Their ties to exotic destinations grew even closer. In the meantime, the chateau had become an exotic landmark within the village of Saint-Estèphe, a role it still retains today. Prominent wine producers in Bordeaux frequently display the chateau on the label. The Château Cos d'Estournel label is classic, timeless, yet exceptionally distinctive.



# FOR BITTER FOR SWEET

So how did it end up for our friend Louis-Gaspard? He lived beyond his means, ended up broke, and unfortunately had to sell his life's work - that means the chateau - in 1852. A year later, he passed away at the ripe old age of 91, sans all possessions after a life of luxury. The question is whether we should feel sorry for him...

The estate was sold to Charles Cecil Martyn, a businessman from London who had been living in Paris. Under his supervision, the estate received the widespread acclaim that Louis-Gaspard had been seeking all his life. Château Cos d'Estournel was included as a Second Growth in the classification of 1855. The wines of Cos d'Estournel are still classified as Deuxième Grand Cru Classé to this day.



# GRAND VIN DE BORDEAUX

The pebbled soil of the hill is the key success factor of Cos d'Estournel, offering ideal conditions for vines to grow long roots to get their nutrients. About 65% of the land is planted with cabernet sauvignon. The second most frequently planted grape is merlot at 33%. The remaining 2% are equally divided between cabernet franc and petit verdot.

The Grand Vin is a blend that changes every year, depending on the quality of the grapes. Cos d'Estournel also makes a second wine named after the towers of the chateau: Pagodes de Cos. Château Cos d'Estournel is a long-lived Saint-Estèphe that peaks after 15-20 years.



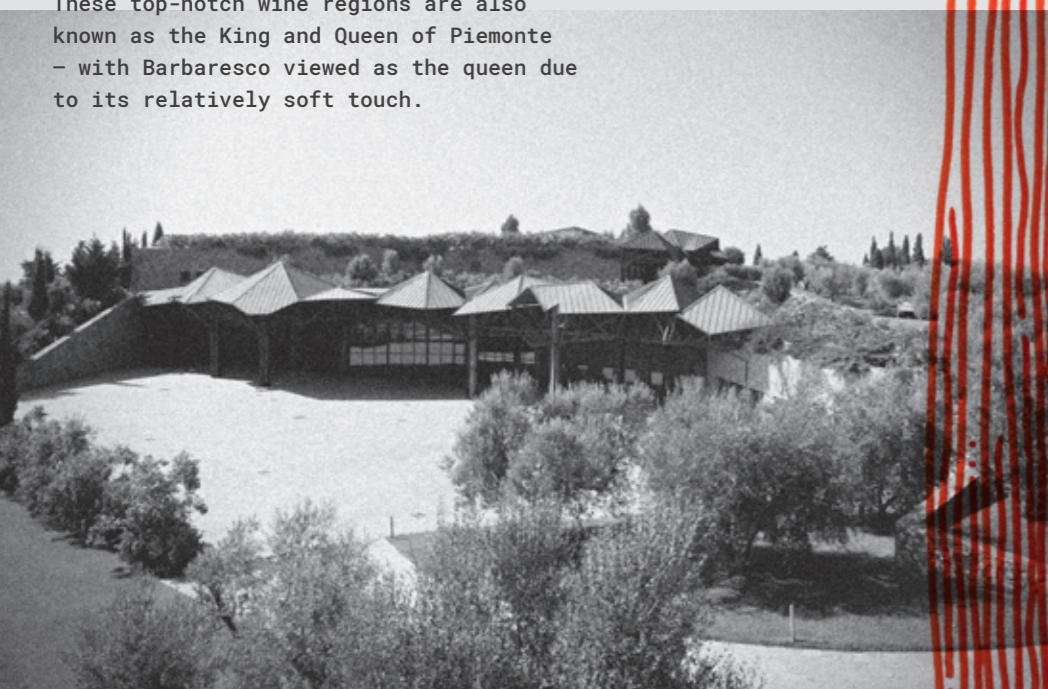


GAJA  
CA' MARCANDA  
PROMIS

Toscana IGT, Italy



Pioneer, visionary, enfant terrible: this Barbaresco-based winemaker is all these and more. But his success is undeniable! It was Angelo Gaja (1940) himself who made Piemonte's wines among the most sought-after in the world. His family winery is based in Barbaresco, the area where winemakers are legally required to use the noble nebbiolo grape. Barbaresco is often mentioned together with Barolo. These top-notch wine regions are also known as the King and Queen of Piemonte - with Barbaresco viewed as the queen due to its relatively soft touch.



Gaja has vineyards in both Barbaresco and Barolo, although you would not necessarily find those names on all its wines. Angelo Gaja ignores local rules and legislation in favour of the ultimate flavour of his wines. From 1996 to 2012 he chose to add a dash of barbera to his single vineyard Barbaresco wines. As a result, he had to declass his best wines and market them under the less famous Langhe DOC.



Angelo Gaja arrives in Tuscany

## THE ROAD TO TUSCANY

Gaja is more than Piemonte alone; the Gaja family purchased two estates in Tuscany. In 1994, they bought Pieve Santa Restituta where Gaja produces Brunello di Montalcino - always made from 100% sangiovese. And in 1996 Angelo Gaja finally became the proud owner of an estate in Bolgheri named after the endless negotiations: Ca'Marcanda. With its maritime climate along the Tuscan coast, this region is the perfect place to grow Bordeaux grapes such as merlot, cabernet sauvignon and cabernet franc. In the past, wines made from these grapes had to be declassified to the level of a simple table wine. This gave way to the introduction of Super Tuscans, with the most famous examples being Tignanello, Sassicaia and Ornellaia.

Now that Angelo Gaja has wineries in Piemonte and Tuscany, he rides up and down the Italian highway on a weekly basis. The drive from Barbaresco to Ca'Marcanda is 384 kilometres, and he feels that he has truly arrived in Tuscany when driving down a road surrounded by cypresses, the tall trees that are characteristic of the region. This image of Tuscany is reflected on all the Ca'Marcanda wine labels.



# THE PROMISE

Gaja produces four different wines at Ca'Marcanda: three reds and a white. The sole white, *Vistamare*, is made from vermentino, viognier and fiano. The entry-level red known as *Promis* – literally 'the promise' – is made from young vines of merlot, syrah and sangiovese. *Promis* provides an excellent example of the future potential of these new vines. This wine is pleasant to drink fairly young, especially with tomato-based pasta dishes due to the strong sangiovese contribution.

The black-labelled *Magari* is the next level: a Bordeaux blend of cabernet franc, cabernet sauvignon and petit verdot. Finally, the winery's flagship wine is called *Ca'marcanda*, a stunning blend of merlot, cabernet sauvignon and cabernet franc. It's a textbook Bordeaux with a Tuscan twist.



Angelo Gaja surrounded by his family

## TOO BAD...

Angelo Gaja entered the family business in 1961 at the age of 21. As a form of damage control, his father made him responsible 'only' for the work in the vineyard. However, Gaja realised he had to make a statement to be noticed in the international world of fine wines, which was dominated by cabernet sauvignon at that time. He decided to take out all of his nebbiolo plants in his family's finest vineyard, Bricco, and replace them with cabernet sauvignon.

His father Giovanni was not amused, mumbling '*darmagi*' (local dialect for 'what a shame') and shaking his head every time he passed his once-beloved vineyard. Young Angelo had his revenge, though: he produced a 100% cabernet sauvignon from Barbaresco that – of course – needed to be declassified to the level of Langhe DOC. That wine is still produced every year under the name *Darmagi*.



FRANCIS COPPOLA  
RÉSERVÉ  
CABERNET  
SAUVIGNON

Sonoma County, USA

# TWO GREAT ART FORMS

Francis Ford Coppola is the only winemaker in the world who has won five Academy Awards. He is considered one of the greatest filmmakers of all time. Coppola became world-famous as the director of *Apocalypse Now* ('I love the smell of napalm in the morning!'), *Bram Stoker's Dracula* and of course *The Godfather Trilogy*. But let's not forget that Coppola has been making wine since 1979.

In Coppola's own words, 'Winemaking and filmmaking are two great art forms'. He bought a part of Inglenook Estate that had been making wine for almost a century. He bought back the old vineyards that once belonged to the estate, but also invested in other vineyards in Napa. In 2010 he opened the Francis Ford Coppola Winery in Sonoma County. Another acclaimed director makes his wines these days: Corey Beck is the current 'Director of Winemaking'.



# MAKE ME AN OFFER I CAN'T REFUSE

Corey Beck makes wines from Francis Ford Coppola's own vineyards. The flagship wines of the estate are *Archimedes* and *Eleanor*, the latter named after Coppola's wife. The wines also include the recognisable *Diamond Collection*, the *Director's Cut* and several ranges of entry-level wines that find their way all over the world.

In order to obtain sufficient grapes for all their wines, Coppola has long-term contracts with grape farmers in the region. From that perspective, you can see him as a growers' co-op. Does that mean that Francis Ford Coppola is the *Domäne Wachau*, *La Chablisienne*, *Mezzacorona* or the *Martín Códax* of the US? He probably prefers to compare himself to *Les Grandes Marques* from the Champagne region: *Moët & Chandon*, *Veuve Clicquot*, *Mercier*, *Gosset*, *Laurent-Perrier*, *Billecart-Salmon*, *Krug*, *Pol Roger* and sixteen other big brands.



Francis Ford Coppola

ONLY  
SOLD  
TO  
VISITORS

FRANCIS'  
SCRIPTS  
ARE LIKE A  
NEWSPAPER



King Cab in optima forma. Bold, rich and direct. Dark, dense and in your face. The 2017 vintage is a single vineyard cabernet sauvignon from Stuhlmuller Vineyard in Alexander Valley, a warm region in the upper Sonoma County, 100 kilometres north of San Francisco. As the Director of Winemaking, Corey Beck gets to hand-select small lots of fruit for the Francis Coppola Reserve range.

The Francis Coppola Reserve Cabernet Sauvignon is only sold to visitors of the winery, 'Wine Family Members' and online shoppers. Buyers can expect a dark-coloured cabernet full of blackberry, black cherry and spices such as cinnamon, dried bay leaf and vanilla. Slightly smoky and oaky with earthy tones and hints of espresso, chocolate and tobacco. Your perfect companion to any type of grilled beef.



## THE COPPOLA TIMES

Apart from the Reserve Cabernet Sauvignon, the total range of Francis Coppola Reserve wines consists of a Chardonnay, Viognier, Pinot Noir, Petite Syrah and Syrah. Five of the wines feature a lady on the label. The Cabernet Sauvignon is the only wine of the range that shows a man, all dressed up in a brown jacket, red tie and yellow shirt completed with a brown hat. The fact that the artist decided to create an artwork featuring a gentleman says it all about the sophisticated character of the cabernet sauvignon grape.

The artist of this label (and all other Francis Coppola Reserve wines) happens to be Dean Tavoularis; his signature is on the label as well. Tavoularis is an art director and production designer who met Francis Ford Coppola during the making of The Godfather. From that movie on, they continued to work together. Tavoularis was responsible for the exterior and interior design of the winery in Sonoma. They collaborated on over a dozen other movies, despite the famous quote by Dean Tavoularis: 'Francis's scripts are like a newspaper. There's a new one every day.'



AZIENDA  
AGRICOLA  
FRANK  
CORNELISSEN  
MAGMA

IGP Terre Siciliane, Italy

# NO INTERVENTION PLEASE

'Great people, love Italy': that's what US President Trump said... at least until the G7 summit in May 2017. The location where the event took place is the Sicilian town of Taormina, famous for its ancient Greek amphitheatre and its views over the Mediterranean Sea and Mount Etna. With a history dating back over 2,400 years, the streets tend to be quite narrow, especially for the thirty armoured cars of the US president. He therefore insisted that the narrow roads in the city should be widened. It's like demanding the Eiffel Tower should be removed from Paris...

From Taormina, it is only forty kilometres inland to Azienda Agricola Frank Cornelissen. Doesn't sound very Sicilian, does it? Frank originally came from the Belgian city of Hasselt and has a background in wine trading. Twenty years ago, he decided to leave his motherland and settle in Solichziata on the northern flank of Mount Etna. His winery extends across 25 hectares planted with vines, other fruit and olive trees. His way of winemaking best describes itself as 'no intervention'. Just like the mayor of Taormina, Frank Cornelissen likes to sit back, relax, live and let live.



Frank Cornelissen

# GRAND VIN MAGMA

In practice, this means that Frank Cornelissen does as little as possible. His work in the vineyard is free of chemicals and organically certified. Frank strongly believes in a natural eco-system without human intervention. In fact he picks the grapes and lets them turn into wine with the grape's own yeasts only. He uses no added sulphite and he doesn't filter the wine. His main job is to keep the cellars as clean as possible. Maybe that is the reason why visitors with strong perfume or aftershave are not accepted into the cellar.

The Grand Vin of the domain is Magma Rosso: a single vineyard, single grape variety wine with 15% alcohol. The name of the vineyard (or 'contrada') is Barbabecchi, located between 870 and 910 metres above sea level. Nerello mascalese is the name of the grape and the average age of the vines is over one hundred years old. Total production of the Magma Rosso is 1,500 bottles per year. Its taste? Rich, elegant and full-bodied with liquorice and oriental spices. Not your everyday drinking wine...



# MOUNT ETNA

In terms of label, Frank Cornelissen thinks outside the box. Who needs a label when you can paint five letters on the bottle?

M  
A  
G  
M  
A

All the necessary information about the wine is on the back label: alcohol percentage, organic certificate, origin and producer. Since the 2016 vintage, the Magma wines have a Near Field Communication (NFC) chip integrated into the back label. This serves as an authenticity certificate, but is also able to provide consumers with extra information about the wine, such as the bottle date and other information that Frank Cornelissen wants to share with you.

# LOCAL HERO

The name of the grape, nerello mascalese, means something like 'the black one from Mascali' - where Mascali is the next town driving twenty kilometres south along the Mediterranean Sea from Taormina. This local hero is known for its late-ripening grapes and light-coloured wines with an elegant tannic structure. Nerello mascalese wines tend to have a high acidity. You can drink them young, but they can age beautifully. Well, where have we heard that before?

Nerello mascalese is the pinot noir or the nebbiolo of Sicily. Now take a look at the two original regions where these grapes come from: Burgundy (Côte de Nuits) and Piedmont (Barolo). What is the similarity between Côte de Nuits, Barolo and the north flanks of Mount Etna? They are all famous for their single vineyard wines or Crus. The contrada Barbabecchi can therefore be seen as the Grand Cru of Sicily.

