



Food and Wine Pairing Strategies

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Academic Event Professional
Conference

Wines

Quality of Wine Determines if Pairing Strategies are Appropriate.

1. Really cheap wines with no character-Forget Pairing!
2. Wine Pairing matters when the wines matter, i.e.; have typical character for the variety or region.

Pairing Strategies

- **Classic Pairings**
- **Conventional Wisdom: White Wine with Fish, Red Wine with Red Meat**
- **Nonconventional: Red Wine with Fish**
- **Taste Test**
- **Favorite Wine: Balance the Food to fit your favorite wine**

Classic Food and Wine Pairings

Starters

Champagne and Caviar

Chablis and Oysters

Sauternes or Port with Roquefort Cheese

Second Course

Fino Sherry with Lobster Bisque

Main Course

Red Burgundy with Boeuf Bourgogne

Bordeaux and Lamb

Cabernet Sauvignon and Grilled Steak

Chianti with Spaghetti or Pizza

Desserts

Pedro Ximénez Sherry and Vanilla Ice Cream

Sauternes and Crème Brûlée

Vintage Port and Dark Chocolate



©Etta Jean Juge

Oysters and Prosecco!!!



Cava with Chips

Salty Chips are wonderful with Crisp Sparkling Cava from Spain!

Common Pairings

Italian Pizza and Chianti



Rosé at the Beach with anything!



Conventional Wisdom

- White Wine with Fish-- Red Wine with Meat.
- Often works but is limiting!

Nonconventional


“Red Wine with Fish”, by David Rosengarten and Joshua Wesson

Red Wine with Fish

- Fruity, high acid red wines like Beaujolais Village are like lemon with broiled fish.
- Or my favorite, Pinot Noir with Salmon!

White Wine with Meat

- Chablis with Thanksgiving Turkey
- Riesling with roasted Pork and baked apples



WHY DO THESE PAIRINGS WORK?

Taste and Flavor

TASTE

In the Mouth

There are 5 things we can sense only with our mouth.

1. Sweet (Sugar)
2. Sour (Acidity)
3. Bitter (Tannins)
4. Salt
5. Umami (Savory, MSG, Soy, Fish)

Flavor

Flavor Requires Retronasal Olfaction

- It has been shown that there are over 500 flavors in Wine (Coffee has only 50).
- Flavors, such as Strawberry, you use your **sense of smell (retronasal olfaction) and taste.**
- The Jelly Bean experiment!

Prep Food to Match Wine

- Lemon on Fish will soften the power (fishiness) of Umami in Fish.
- Salt on Steak will soften Tannins in Cabernet Sauvignon.
- Lemon will also soften Tannins but is rarely used on Steak, however it might allow Cabernet to pair with Fish!

Preparation Technique is Important

- The method of preparation can dramatically effect the flavor of the food, for example, searing meat vs poaching will developed different flavors in the same product

Wine/Food Balance

- **Sweet foods** make wine taste less sweet—**Fruit Tart and Chenin Blanc!**
- **Seafood or Mushrooms** (high Umami):
Use **salt and lemon** to create **balance**
and **any** wine will pair—**Mahi Mahi with a Cabernet?!**
- **Tart Wines** (Acidity)!!!!
With Fish, Fried Foods, Salads

DIFFICULT FOODS!

- **Some foods present special challenges for wine pairing.**
- **Difficult Dishes** for wine:
 - **Artichoke** gives a sweet taste to wine.
- **Spicy** hot foods make red wine very bitter. Drink Beer!!

Wines for Difficult Foods

- **Artichokes**---Tart wines again (Sauvignon Blanc), they just get a bit sweeter.
- **Spicy Asian Curry**---Sweet, chilled Auslese Riesling from Germany (**SWEET WITH HEAT**)

For Really Fine Cabernet Forget the Food!

Mouton Rothschild



Pichon Longueville Baron



With Very Sweet Desserts Forget the Wine!

Coffee and Chocolate



Baked Alaska



Strategies for Designing Menus

Questions to be asked:

- What is the purpose of the Event?
- What is the client's budget?
- What is the theme?
- Service Style?
- Time of Year? –Consider seasonal availability of product

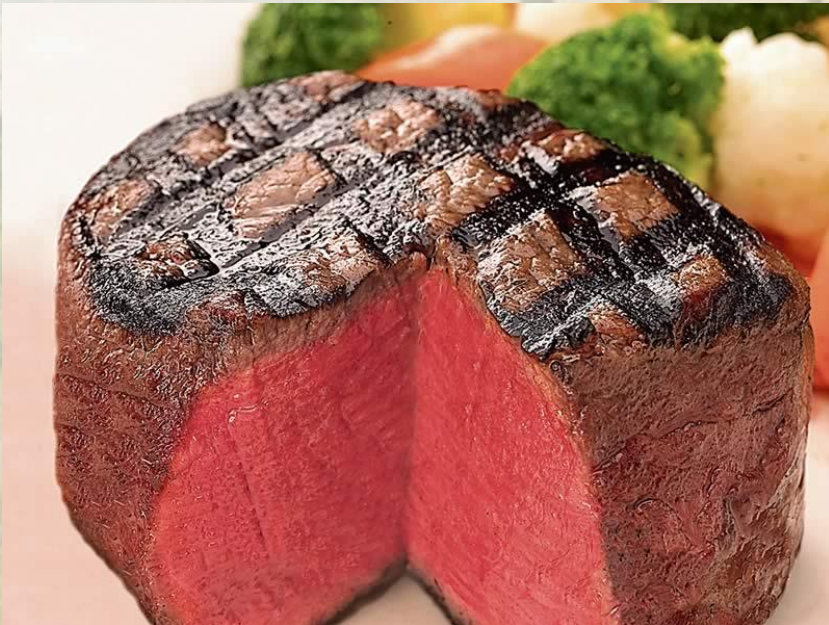
What is the Purpose of the Event?

- Celebratory?
- Business?



Budget?

- The client's budget will determine the options available



- A big challenge is providing Filet Mignon on a Hamburger Budget

Theme?

Every event has a theme, even if the theme is simply a business meeting. Theme will determine all other aspects of the event, from style of service to beverage selection, décor, and ultimately cost



Service Style

Plated?

- Some cuisine styles lend themselves to a more formal service style. Fine dining is traditionally served in a plated style, although there are many service variations such as French, English or Russian Service

Buffet?

- Buffets are ideal for serving a small to moderate number of guests. For very large groups buffets can be problematic due to space limitations and flow of guests through the space

Seasonal Considerations

- The best menus are ones that take into account the seasonal availability of the product. While most fresh products can be acquired year round it is much more professional to consider the region of origin or style of preparation

