

## WHY WE CELLAR WINE? Laurentide Winery Cellar Sales

### Personal Note:

We cellar wine personally for many reasons and do the same for the Laurentide lineup. It's nerdy yet romantic. It's fun but educational. Primarily however we are fascinated by the mysterious experience of seeing time in a bottle played out in your glass. It's part of the reason our tag line is Wine is History! Wine is alive. Wine is unlike any other potable. Beer and liquor are all static products. The closest edible to this aging phenomenon is cheese and that is a pale comparison. By storing verticals of wine, you can perform this experiment over and over and over again.

Wine is like meeting your father as a child, adult, and old man. First, it's a youthful exuberant kid-fresh and brash. Then, it's a stable, reliable, and predictable workhorse. Last, it's a wise and worthy grandpa that you have to converse with before he falls asleep but if you catch him just right your life will expand, your mind will be blown and be made better.

Not all wines go thru this. Not all of the bottles do the same things at the same rates. Not everyone likes all the stages. But a well-made, well stored wine has the potential to yield a glimpse of wonder, a journey through time.

**That's why we cellar wines.  
Cheers- Susan & Bill Braymer**

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*"Wine has three levels of flavors and aromas that evolve over the course of its life: primary, secondary and tertiary. Younger wines display primary fruit flavors and aromas. These include black, red and dried fruit in red wines. For white wines, they can offer scents and flavors of green apples, plus citrus, tropical and stone fruits, and underripe fruits of all kinds. Primary aromas are the most obvious to detect in young wines, and they're often what sparks interest in wine drinkers. Herbs and spices, like mint, pepper or licorice, are also part of the primary category. Secondary aromas and flavors derive from winemaking processes like fermentation and aging. These can include the biscuit and yeasty notes that appear from lees stirring and autolysis (the effect when yeast dies off), or the very distinct buttery popcorn aroma that's a byproduct of malolactic fermentation in many Chardonnays. It also encapsulates the wonderful characteristics that are imparted by oak aging, like vanilla, clove, smoke, coconut or even coffee*

*The last of the three levels of aromas and flavors is tertiary. These complex components occur when wine is aged in an ideal environment.*

*In red wines, fresh ripe fruit starts to transform into stewed or dried fruit, like raisin or fig. Tertiary aromas of tobacco, earth and mushroom will come about, too.*

*White wines start to develop dried apricot, orange marmalade and sometimes even maderized qualities, or Sherry-like notes of almonds and candied fruit. Other tertiary characteristics include nutty aromas as well as complex spice components like nutmeg, ginger and petrol.*

*It's important to note that wines with tertiary aromas and flavors are not "better" than those with primary and secondary ones. Around 90% of wines are meant to be consumed young and fresh, while a small percentage of wines improve with three to 10 years in the bottle. Only a tiny amount of wines (some estimate as low as 1%) are meant to age 10 years or more. If you are drawn to wines with fresh fruit, powerful tannins and mouthfilling finish, you might generally prefer primary and secondary flavors and aromas. Be honest about your palate and preferences, and be confident to drink whatever and whenever you like."*