

Eltham & District Winemakers Guild Inc.

Press Cuttings
January 2008

President	George Wright	9712 0318	Treasurer	David Pryor	9439 4933
Past President	Mario Fantin	9846 7092	Communications	Marcel Theunissen	5962 5153
Secretary	Zenon Kolacz	9879 0379	Newsletter	Richard Bortko	9811 8219

The Guild encourages the responsible consumption of alcohol

The Guild meets on the last Friday of each month
at the Eltham Living & Learning Centre at 8 pm
Next meeting: 25th January 2008

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Next Meeting

The next meeting will be the annual BBQ at the Living and Learning Centre (where we usually meet, but outside and starting at 7:30pm). The Guild will supply sausages and bread. Medal winners at the wine show are asked to bring along a bottle of the medal winning wine to share with others. We will all then have the opportunity to ask the winners how the wines were made and whether they are willing to share the secrets of success.

President's Press

George Wright

What a great wine show we had in December. It seems so long ago...it was last year, I suppose... but I think it was the best show ever. It had lots of great tastings, good variety of wines, great exhibits, educational sessions, big prizes and good company.

I thoroughly enjoyed myself. I think that may have been because as President I had the opportunity to swan around a glass in my hand with no heavy responsibilities. Everybody else did the hard yards. And it showed.

I had arranged for Carol to give me a lift home so that my spitting was infrequent when tasting. I think my favourite wine was a silver medal Sauv Blanc made by Neil. I had to consciously shift myself away from the corner of the table where that bottle stood.

Congratulations to the wine committee on a wonderful show and to all members who contributed with wine of quality and hard work required to show it off as it deserved. We were blessed with great judges and I must say that the organisation and expertise of the group, who managed once again to get the judges scores and comments printed overnight, was outstanding. I was very proud to stand up as your President on the stage as the prizes were announced.

The wine show capped off a very productive year for the Guild and I wish you a productive and healthy 2008.

Home made Winemaking Equipment – Part 3

Stan Gower

As previously mentioned in the newsletter, George Wright invited Stan Gower to write a series of four monthly articles for the Guild Newsletter about his home made wine making equipment. Here is the third of the four topics, with the photo included, dealing with lifting and moving bulk wine.

3. Lifting and moving bulk wine (month 3).

Especially for an older person, lifting even a 25lt or 30lt container for racking and for bottling can risk injuring to a person's back. For people with a pre-existing back weakness, this can be very harmful.

I have built a demountable bridge construction with a small block and tackle as shown below.



The platform is lowered to the floor, and a 25lt or 30lt container of wine is dragged onto the platform, and then by pulling the rope, the platform is raised high enough to allow me to slide under it a light but strong table that is placed ready, see at the left of the photograph.

The top rail of the wooden bridge sits on a large steel pin on each side, and can be just lifted off, and then the three pieces of the structure and the platform are easily placed in storage, out of the way.

The pulley sets and rope cord were bought from Bunnings, and were quite inexpensive.

I also have to move full containers between the house and the back veranda where there are several brick steps. Here I have simply fitted a few wooden cleats onto a thick chip board about 750mm wide, and 2 ½ metres long. When placed over the steps, it makes a sloping surface on which I can simply drag containers down or up as required; much easier than lifting.

Be sure to pick up your Winequip Discount Card

Winequip, one of the major sponsors of our annual wine show, has generously launched a discount card especially for Guild members. Each paid up member will be issued a numbered Winequip card which may be used to secure 10% discounts on purchases made from Winequip.

The cards will be distributed to members at the January meeting by Winequip Director, Andrew Watt.

Sponsors have been invited to attend our January social meeting. Members are encouraged to welcome them and thank them for their generous support of the Guild's annual show. Further, the Guild would appreciate that, in purchasing products from any of the sponsors, you mention you are a Guild member.

Check out our Sponsor Ads

Please note the sponsor ads in this newsletter. Cellar Plus has refreshed its ad and included some specials for members.

Inflated price tags key to wine pleasure

Spencer Field

The following News in Science article is an extract from ABC Science Online



AFP

People's beliefs about the quality of a wine affect how well it tastes for the brain, say researchers (*Source: iStockphoto*)

Brain scans show that inflating the price of a bottle of wine enhances a person's experience of drinking it, US researchers have found.

Dr Antonio Rangel, associate professor of economics at the [California Institute of Technology](#) and team report their findings in today's issue of the *Proceedings of the National Academy of Sciences*.

They asked 21 volunteers to sample five different bottles of Cabernet Sauvignon and rate their taste preferences. The taste test was run 15 times, with the wines presented in random order.

The taste test was blind except for information on the price of the wine. Without telling the volunteers, the researchers presented two of the wines twice, once with the true price tag, and again with a fake one.

They also passed off a 90-dollar bottle of Cabernet Sauvignon as a 10-dollar bottle, and presented a 5-dollar bottle as one worth 45 dollars.

Aside from collecting the test subjects' impressions of the wines, the researchers scanned their brains to monitor the neural activity in the medial orbitofrontal cortex, an area of the brain believed to encode pleasure related to taste, odours and music.

The study found that inflating the price of a bottle of wine enhanced a person's experience of drinking it, as shown by the neural activity.

The volunteers consistently gave higher ratings to the more "expensive" wines.

Boost to pleasure centre

Brain scans also showed greater neural activity in the pleasure centre when they were sampling those "pricey" wines, indicating that the increased pleasure they reported was a real effect in the brain.

"It's a common belief among scientists and economists that the quality of the experience depends on the properties of the product and the state of the consumer; for example, if a consumer is thirsty or not," says Rangel.

"But what this study shows is that the brain's rewards centre takes into account subjective beliefs about the quality of the experience.

"If you believe that the experience is better, even though it's the same wine, the rewards centre of the brain encodes it as feeling better."

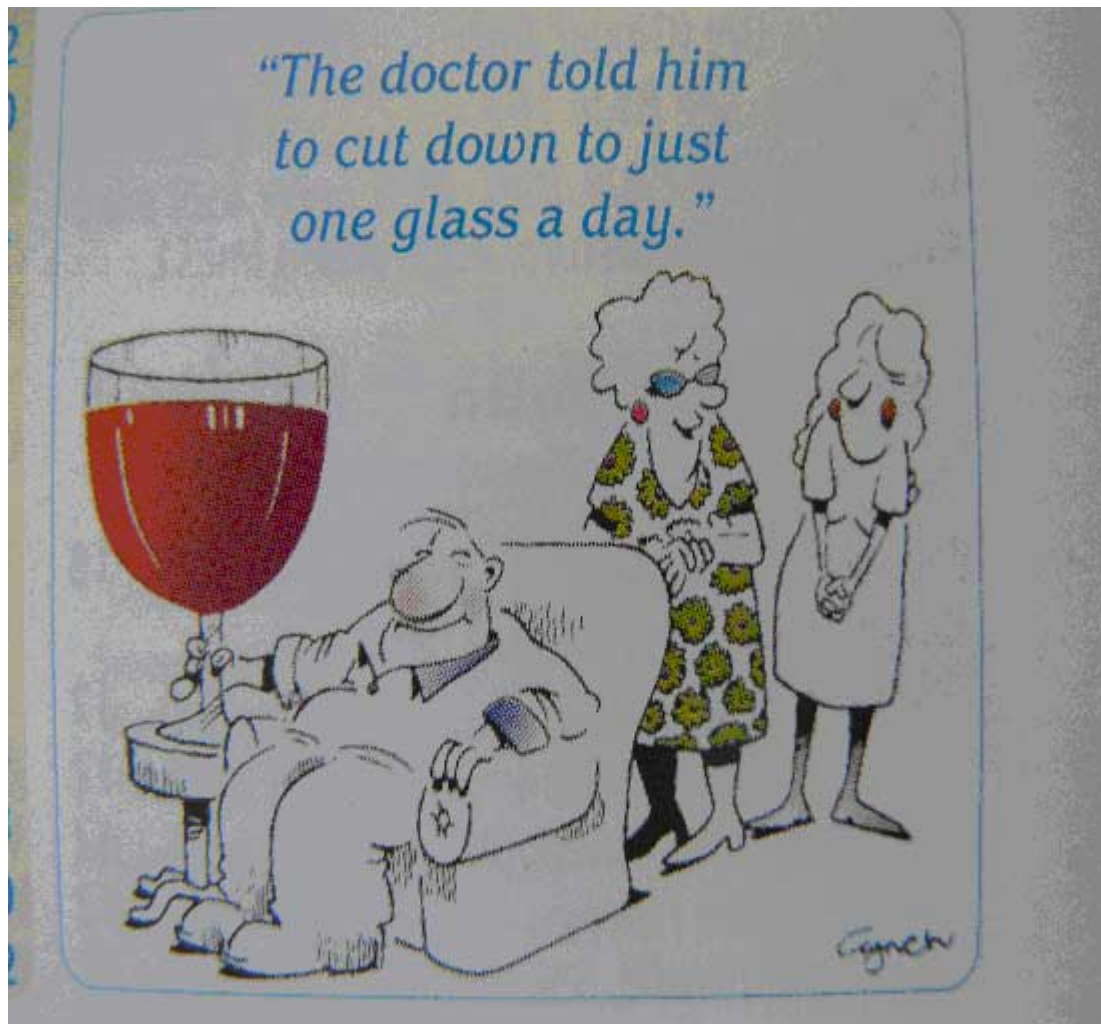
In other words, "people's beliefs about the quality of a wine affect how well it tastes for the brain," he says.

Health Tips

Stan Gower

We all know the health benefits associated with consuming red wine. Here's some health tips for longevity.

The following two cartoons have been sourced from *Calorie and FAT counter* by Allan Borushek.



(I wonder whether Stan has a clever method for lifting that glass - Ed)



(He also recycles his broken glass - Ed.)

Trading Barrel

BUY / SELL SERVICE FOR MEMBERS - Ads need to be lodged with the editor by the 15th of the month to be included in the next Newsletter.

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