

THE NEW WINE CONSUMER

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The New Wine Consumer is a weekly live discussion about how consumers find, purchase and enjoy wines. It is for both wine professionals and wine lovers. The conference has been running for over two years.

RANDALL GRAHM, AN AMERICAN ORIGINAL

Here is a notion Randall and The New Wine Consumer will be developing:

“I am also really interested in producing wines that have life-force. Another word for this might be minerality, another term might be the ability to resist oxidation. I think that one of the keys to this is learning how to master the oxidation/reduction states of the wines at varying points in the wine’s elevage.”

Listen to the full discussion at:

<http://www.newwineconsumer.com/2009/06/randall-grahm/>

