

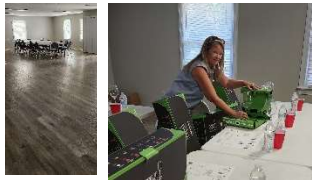


King George Chapter  
 September 2024  
[www.kgwinesociety.com](http://www.kgwinesociety.com)

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IT HAPPENED. THE RIEDEL EXPERIENCE.

Hosting the Riedel Experience took many hours behind the scenes to prepare for the event. Once committed to planning the evening, an account was established, and a large payment was fronted by Mike Hyde. Hours securing glassware, obtaining supplies, coordinating with the Riedel representative, purchasing supplies, setting up the venue, receiving wine and most importantly seeking interested attendees who would commit to the cost and remit in a timely fashion as well as moving tables, receiving and reviewing large deliveries, chilling wines and following very specific instructions all played into preparing for our 13 September event, The Riedel Experience. Now that the time has arrived, many can relax and enjoy the tasting. The venue was essentially empty when we arrived to set up and then once completed it looked amazing.



It was very important that no one enter until the room was ready and this gang served as sergeant of arms waiting patiently for us to finish



and look how it appeared. Lots of anticipation and excitement was in the air.



Led by Elizabeth Hossfeld, a Riedel Ambassador, she took us on a tour demonstrating how the Performance glassware, which has optic ridges for greater surface, enhances the sensory experience of see, smell, taste, touch and hear that is influenced by the diameter and shape of the bowl of glassware. Teaming with Treasury Wine Estates, the provider of the wines, attendees experienced Sauvignon Blanc, oaked Chardonnay, Pinot Noir and Cabernet Sauvignon in glassware targeted for those varietals. There were skeptics. By the end of the night, there were true believers. Three ounce pours of each 100% varietal had been poured into plastic cups. Tasters were directed to pour the cup for Sauvignon Blanc into the first glass intended to best showcase SB. She encouraged smelling the wine. Then she had them transfer the wine to the Chardonnay glass. She had them pour wine back into the SB glass. Individuals noted how the smell was more defined in the "proper" glass. Through the process of pouring wine between plastic and glass, she highlighted that aromas indicative of that varietal remained in the proper glass. She had the tasters continue the process as they tried the remaining varietals going back and forth between plastic cups, "improper" glassware and the appropriate glassware.



Throughout the experience, Elizabeth provided delightful anecdotes and shared that Riedel is a family-owned company from 1756 with the 10<sup>th</sup> and 11<sup>th</sup> generations now leading the company. She also addressed washing and polishing.



Many guests and members of another AWS chapter, Northern Neck Uncorked, partook in this evening. Before we closed for the night, Elizabeth shared that decanting is a wonderful tool opening airflow and went around the room providing a

small taste from a decanter. She also addressed that stemless glassware is popular, many also having bowls fashioned to highlight wines during a more casual tasting experience. Riedel has many collections from everyday use to high end levels. An email was forwarded to attendees with a discount code for additional purchases if desired. Many other tidbits were provided, and it was evident that the crowd enjoyed the evening. They should know that the cost of this experience was very reasonable, as two other locations hosting a similar event were far more than what we charged. The KGWS did not seek any profits, only to cover the costs. What a great way to pull together wine lovers and adventurous people willing to be exposed to something unique.

Thanks to all our supporters from the KG chapter, NNU and guests and to Elizabeth who traveled from Florida to be with us.

UPCOMING: October we will be tasting wines from South Africa and in November we will focus on Grenache. December will close out the year with our holiday party. Visit the website to RSVP. Additionally, all newsletters and many presentations have been posted there as well.