

## **JUNIMEA VINULUI IAȘI – A LOCAL GROUP OF OENOLOGICAL INITIATIVE AND PROMOTION**

### **JUNIMEA VINULUI IAȘI – UN GRUP LOCAL DE INIȚIATIVĂ ȘI PROMOVARE OENOLOGICĂ**

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**Abstract.** *This paper presents the Junimea Vinului Iași group description. This group is made up of wine lovers with different backgrounds and has as a aim to promote the culture of wine quality. The group holds regular meetings where they discussed various oenological topics, also wine tastings and promoting various wine producers in cyberspace and beyond. As a result of a year of activity, the group has developed co-opting various subject areas and develop a series of recommendations that are promoted via internet (social media networking).*

**Key words:** wine tasting, oenology, promotion

**Rezumat.** *Lucrarea prezintă descrierea grupului Junimea Vinului Iași. Acest grup este constituit din iubitori de vin ce provin din mai multe segmente de activitate și are ca scop să promoveze o cultură a vinurilor de calitate. Grupul organizează întâlniri periodice ce au în discuție diverse teme oenologice, cât și degustări de vinuri și promovarea diferiților producători de vin în spațiul virtual și nu numai. Ca rezultat al unui an de activitate, grupul s-a dezvoltat cooptând diverse arii tematice și elaborează o serie de recomandări care sunt promovate în spațiul virtual (online).*  
**Cuvinte cheie:** degustare de vin, oenologie, promovare.

## **INTRODUCTION**

Wine, in the conception of Louis Pasteur, is the healthiest and more hygienic drink. Beyond the skill of the winemaker, the wine is primarily the expression of the grape variety, the soil in which the vine is planted and climatic conditions of the harvest year. The beneficial effects of wine consumption are well known, they coming from complex combination of multiple compounds, in which phenolic compounds play a very important role (Mihalca *et al.*, 2010).

In order to achieve end good products that meet the increased demands of internal and external market consumption, Oenology is The science that deals with the study and methods of producing, stabilizing and maturing of wines and other products obtained from grape must and wine.

Color, pleasant smells and taste are resulting from fermentation. They are formed during product development from grapes or formed during maturation and give an ensemble or consonance to the constituents that from wine. When one of those substances are in excess, especially when their are added as various treatments

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or by corrosion effect of the acidity upon containers and mechanical parts, following enzymatic activities and wine lack of basic hygiene, a number of undesirable changes can occur in the product, well known as faults. Besides these, other changes may occur due to the activity of yeast and pathogenic bacteria and they are designated as diseases of wine (Cotea *et al.*, 1982; Cotea *et al.*, 2009).

Quoting Maiorescu from a letter sent to Alecsandri: “*after an enthusiastic moment, but without calculating the full practical means, there comes a time of numbing and also disgust, but finally resumes stamping the old heart with old problems and many lost illusions, but with greater certainty of success into a narrower circle*” (Zub, 1976), we can say that *Junimea Vinului Iași* is a group of wine lovers coming from different backgrounds and its aim is to promote quality, especially from Romanian wines varieties.

## MATERIAL AND METHOD

The paper describes *Junimea Vinului Iași* group and its role in the oenological sector. The group, until now, consists of 21 wine lovers, who come from several areas of expertis, namely: restaurant owners, production managers, wine distributors, sommeliers, heads of hall-restaurant, oenologists, doctors and doctoral students etc. Their age is ranging between 20 and 50 years old.

The group holds regular meetings in which they discussed various oenological topics, tasting wines and promoting different wines from almost all producers via social media networking. The data are interpreted by suitable experimental method recommended by the literature (Jităreanu, 1994).

## RESULTS AND DISCUSSIONS

*Junimea Vinului Iași* group was established in the spring of 2014 from the desire to know better the secrets of wine, to socialize and share and to understand what it means: quality of wine. Among other things, the role of the group is to recommend quality wines at an affordable prices to potential consumers, HoReCa (Hotels Restaurants Cafês), specialized wine shops and wine-loving private persons.

To have an objective activity from the start an imported rule was embraced so that this group will not advertise a single producer of wine.

The group holds regular meetings with various oenological issues, while taking place wine tastings (tab. 1; tab. 2; tab. 3; tab. 4; fig. 1; fig. 2).



Fig. 1 -The logo and a image from Junimea Vinului Iași meeting

## White wines assessed

Winery	Variety	Range	Wine type / production year	Remarks
Bucium	Fetească albă	Bucium	medium dry 2014	harmonious with wild flowers aromas
	Fetească albă	Fresca	medium dry 2013	very expressive nose, pleasant aftertaste
Panciu	Fetească albă	Casa Panciu	dry 2014	impressive, notes of citrus, flower of vine
	Chardonnay baricat	Domeniile Panciu	dry 2013	typicality and pleasant acidity
	Muscat Ottonel	Casa Panciu	sweet 2014	pleasant dessert wine
	Cabernet Sauvignon "blanc de noirs"	Domeniile Panciu	dry 2014	complex with varietal flavor supported by high acidity
	Sauvignon blanc	Sagio	dry 2014	fruitfully, tropical, stout
	Aligoté	Domeniile Panciu	dry 2014	atypical
Licorna	Fetească albă	Serafim	dry 2014	typicality, vine flowers, honey
	Chardonnay	Serafim	dry 2014	balanced sensory
	Sauvignon blanc	Serafim	dry 2014	typicality, stout, citrus
	Rhein Riesling	Serafim	dry 2014	lemon and grapefruit, shock and mint
Darie	Chardonnay	Străbun	dry 2013	baric, aftertaste, butter, peach
	Chardonnay	Străbun	dry 2014	stripling with pleasant aftertaste
Familia Hetei	Chardonnay	Familia Hetei	dry 2014	wine with high potential, butter fresh flavor, round
	Pinot Gris	Familia Hetei	dry 2014	a rustic wine
	Tămâioasă românească	Familia Hetei	dry 2014	imbalance, rose aroma, vapid taste, wine without texture
Balla Géza	Pinot Gris	Balla Geza	dry 2013	bunch of aging
Domeniile Tohani	Chardonnay	Domeniile Tohani	dry 2013	vanilla flavors excess
Domeniile Vlădoi	Sauvignon blanc	Ravak	dry 2014	pleasant notes with fructuos citrus notes
	Chardonnay	Ravak	dry 2014	baric, aftertaste, butter, peach
	Sauvignon blanc	Anca Maria	dry 2014	youthful wine, very pleasant and typical
	Riesling Italian	Ravak®	dry 2014	sprightly, with the nose of hydrocarbons
	Muscat Ottonel	Ravak	dry 2014	intense flavor, pleasant
	Fetească regală	Ravak	dry 2014	pleasant acidity
Domeniile	Chardonnay	Hermeziu	dry 2014	fresh, floral with notes

Lungu Domeniile Lungu				of grapefruit
	Sauvignon blanc	Hermeziu	dry 2014	sprightly, vegetal notes, green fruit
	Traminer roz	Hermeziu	dry 2014	aromas of white flowers
Crama Delta Dunarii	Chardonnay	La Sapata	dry 2014	cork taint
	Aligoté	La Sapata	dry 2014	typically, bio grapes
	Aligote/Riesling	La Sapata	dry 2014	sand after a short summer rain

Most white wines evaluated had a low content of sugars (dry wines), namely 92%, therefore group recommends consumption as fresh white wines and a low concentration of sugars.

Table 2

## Rosé wines assessed

Winery	Variety	Range	Wine type / production year	Remarks
Lacerta	Blaufrankisch	Lacerta	dry2014	red fruits and grapefruit
Licorna	Burgund mare/Merlot	Serafim	dry 2013	physalis, cherries, strawberries
	Cabernet Sauvignon Shiraz	Serafim	medium dry 2014	strawberry, pomegranate, sour cherry, raspberry
Domeniile Vlădoi	Fetească neagra	Ravak	dry2014	grapefruit, blood orange
	Cabernet Sauvignon	Anca Maria	dry2014	fresh, harmonious, balanced
Familia Hetei	Cabernet franc	Familia Hetei	medium sweet 2014	cork taint
Panciu	Cabernet Sauvignon	Casa Panciu	dry 2014	is not yet finalized, reductive
	Băbească neagră	Casa Panciu	medium dry2014	very good acidity, floral
S.E.R.V.E	Fetească neagră / Merlot	Terra Romana	dry2014	ripe red berries
Bucium	Busuioacă de Bohotin	Fresca	medium dry 2014	rose petals and basil
	Busuioacă de Bohotin	Bucium	dry2014	rose petals and basil

Rosé wines, in a proportion of 17% had a higher sugar content, making a positive contribution in terms of their flavor.

Table 3

## Red wines assessed

Winery	Variety	Range	Wine type /production year	Remarks
Lacerta	Cabernet Sauvignon, Merlot, Shiraz	Cuvee IX	dry 2012	currant, chocolate, vanilla and spices
Licorna	Fetească neagră	Serafim	dry 2013	silky, fruity, harmonious
	Cabernet	Serafim	dry 2013	ripe red fruits, vegetal

	Sauvignon			
	Merlot	Serafim	dry 2013	sour cherry, bitter cherry jam
Tohani	Cabernet Sauvignon	Princiar	dry 2012	berries
	Pinot noir	Moșia Tohani	dry 2011	typical
Panciu	Fetească neagră	Domeniile Panciu	dry 2012	black cherry, mellow, spicy
	Cabernet Sauvignon Fetească neagră	Sagio	dry 2011	complex, dried plums, pepper and pimento
Domeniile Vlădoi	Fetească neagră	Pivnița Basarabilor	dry 2012	dried plums
	Merlot	Pivnița Basarabilor	dry 2011	low acidity
	Cabernet Sauvignon	Pivnița Basarabilor	dry 2012	grassy, balanced
Zoresti	Cabernet Sauvignon	Zoresti	dry 2012	with potential
Halewood	Fetască neagră	Halewood	dry 2012	without expressivity
Rothenberg	Merlot	Emeritus	dry 2010	rotten sour cherry
Vinicom	Feteasca neagră	Cramele Copoului	dry 2013	black cherry, plum
	Fetească neagră	Cramele Copoului	dry 2013	black cherry, highly oxidized
Familia Hetei	Feteasca neagră	Familia Hetei	dry 2012	wiped
	Merlot	Familia Hetei	dry 2013	atypical, without body
	Shiraz	Familia Hetei	dry 2012	slightly spicy without body

Red wines evaluated are more complex, requiring to breath for a time, but not very long period, and so generally no more then one hour.

Table 4

## Sparkling wines assessed

Wine cellar	Variety	Range	Type	Colour	Remarks
Cricova	Chardonnay/Pinot	Cuvee Prestige	raw	white	special flavor, finesse
Halewood	Chardonnay / Pinot	Rhein	raw	white	intense aroma of yeast
Jidvei	Chardonnay / Pinot	Romantine	extra raw	white	intense aroma of yeast
Panciu	Fetească albă / Fetească regală	Domeniile Panciu	raw	white	very good pearling, fine flavors
Riviera	Fetească regală	Târnave	raw	white	no special flavors
Balla Géza	Mustoasă de Măderat	Signum	raw	white	fragrant, pleasant
Cricova	Fetească albă	Crisecco	raw	white	special flavor,

					finesse
Bucium		Grand Casino	raw	white	erased, without intense flavors
Villa Yustina		Villa Yustina	raw	white	poor flavor
Halewood	Pinot noir	Rhein rose	raw	rose	fine aromas of yeast
Cricova	Pinot noir	Brut rose	raw	rose	too sweet
Jidvei	Pinot noir	Romantine	raw	rose	too intense color

Sparkling wines were mostly made by the traditional method and they could be a good starter product.

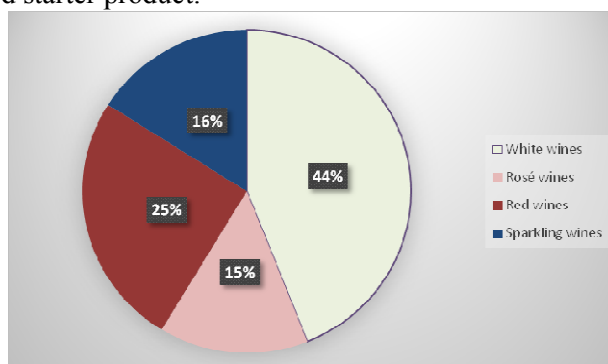


Fig. 2 - Distribution of evaluated wine types

Following these meetings, a number of beneficial conclusions and recommendations are drawn for both participating producers and interested consumers regarding price-quality ratio and special features.

## CONCLUSIONS

1. *Junimea Vinului Iași* group aims to promote quality wines, especially wines from Romanian varieties. Also, the role of the group is to recommend to potential customers quality wines at an affordable price, both for HoReCa locations or specialized wine shops and wine-loving private persons.

2. The local initiative group is established with specialists coming from different various sectors of expertise and want to promote wine, an old product (nourishment) in the culture of the Carpathian-Danubian-Pontic space without being directly involved in commercial aspects.

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