

wine2wine Business Forum announces a Blind Tasting Journey with Isabelle Legeron MW

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Join Isabelle Legeron MW at wine2wine Business Forum 2024 for an engaging 45-minute RAW WINE tasting session. Participants will explore the differences between conventional and natural wines, guided by a sensory evaluation of three blind wines. The session will demystify common misconceptions about natural wines and offer insights into sustainable and regenerative winemaking practices.

Isabelle Legeron MW was France's first female Master of Wine. She founded RAW WINE in 2012, now the largest global community of low-intervention, organic, biodynamic, and natural wine

producers, with fairs held across major cities like New York, Los Angeles, Berlin, and Tokyo. Legeron, a globally recognized expert in natural wine, will guide participants through a 45-minute session: an immersive experience designed to demystify natural wines and help tasters get to grips with the subtle differences between conventional organic/biodynamic wines and those that are made naturally. Tasters will also gain insight into the distinct flavor profiles that make wines that are made naturally so unique.

The session will feature three (blind) wines specifically chosen to guide and educate participants. Using their palates will allow participants to focus on sensory evaluation without preconceived biases. The session will be moderated by Robert Joseph, a seasoned speaker at wine2wine Business Forum. Through structured tasting steps, attendees will learn to differentiate between natural versus conventional wine styles, whether produced organically or biodynamically. The session will give participants a better understanding of what aficionados of wine made naturally are looking for in their drink.

Going beyond a simple tasting, the session will also address common misconceptions about natural wines, particularly among traditional wine producers and audiences, and provide insight into the different meanings of terminology commonly used in the natural wine space, including 'living', 'organic', 'biodynamic', 'permaculture', 'low-intervention', 'sustainable' and 'regenerative'. The discussion will include how natural wines often challenge conventional expectations and showcase a more expressive and dynamic approach to winemaking. Attendees will leave with a deeper understanding of this contentious wine category, enhanced tasting skills, and an appreciation for the environmental and philosophical aspects of modern-day viticulture and winemaking.

Following wine2wine Business Forum, RAW WINE will host a walk

around tasting session during the 57th Vinitaly, the International Wine and Spirits Trade Show, on Monday 7 April 2025. This will be the first ever RAW WINE event held at Vinitaly and will include dozens of the hundreds of producers and their wines that make up the RAW WINE community.

More tasting sessions and topics will be announced in the coming weeks. Please visit the event website for a full list of confirmed speakers and sessions.

The New Format of wine2wine Business Forum 2024

The wine2wine Business Forum 2024 introduces a new format designed to enhance the participant experience, featuring knowledge-based sessions, practical workshops, and tasting sessions.

The 30-minute knowledge-based sessions, available at both basic and advanced levels, will be led by international speakers selected from among the top experts in the field, with simultaneous translation to and from Italian.

For the first time, the Forum will also include 20-minute practical workshops in small, dedicated networking groups, structured to facilitate direct interaction and the development of meaningful connection between participants.

Six tasting sessions of 45 minutes each will be held in the Tasting Room.

Key Points

1. Isabelle Legeron MW will guide a 45-minute natural wine tasting session at wine2wine 2024, focusing on sensory

evaluation.

2. The session will help participants distinguish between natural, organic, and biodynamic wines through a blind tasting experience.
3. Common misconceptions about natural wines will be addressed, offering insights into terms like 'living', 'sustainable', and 'low-intervention'.
4. The session will explore the environmental and philosophical aspects of natural winemaking.
5. RAW WINE will host a tasting event at Vinitaly 2025, marking its first appearance at the show.

2. Who will lead the natural wine tasting session at wine2wine 2024? The session will be led by Isabelle Legeron MW, a natural wine expert and founder of RAW WINE, alongside Robert Joseph, who will moderate the event.

3. What is the difference between natural wine and conventional wine? Natural wines are made with minimal intervention, often without added chemicals or excessive manipulation, whereas conventional wines may include additives or be produced with more intensive winemaking techniques.

4. What can participants expect from the RAW WINE tasting session? Participants will engage in a blind tasting of three wines, learning to distinguish between conventional, organic, and biodynamic wines, and gaining insights into natural winemaking philosophies.

5. When will the RAW WINE event take place at Vinitaly? The first-ever RAW WINE event at Vinitaly will take place on Monday, April 7, 2025, during the 57th edition of the International Wine and Spirits Trade Show.