

2022

* **MINDFUL
WINEMAKING**
The lowdown

BIBENDUM



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@bibendumwine
#mindfulwinemaking

Great wine is made in the vineyard. A great cliché – yet, an irrefutable one. It is made with grapes that come from vines which, in turn, get nourishment from their terroir. Thus, it is important to consider the environment in which it grows, whether that be the soil, microbes, other plants, trees and even animals.

Understanding this, is embracing the provenance of what is in a bottle of wine. Many cellar interventions are related to managing the indigenous microflora; to weaken or eliminate them, or simply to compensate for the fact that they aren't doing what they should. But if you start off with great grapes, covered in micro-life, ones that have their fruit in balance with their acid and tannin, little additives will be required to make up for any imbalances in the winery.

The global health and wellness market is rapidly and steadily growing, with consumers perceiving organic produce as more nutritious, natural, and environmentally friendly than those non-organic or conventional.

Along with the quality of what we consume, the threat of climate change has sparked a growing interest in the environmental impact of how wine is produced. This has seen a rise in winegrowers moving to organic, biodynamic and regenerative practices, committing to putting back what they take out, and leaving the land in a healthier state for future generations.

We have a growing range of mindfully produced wines in our portfolio, available on Bibendum Wine Online via the link below. These are delicious wines, made with limited manipulation or additions, from grapes grown harmoniously with nature – a reflection of their environment.

*These wines are available on our
Bibendum Wine Online e-Commerce site.*

View the collection [HERE](#).

Mindful wine in numbers:

Why you should be listing these wines

84
There is an appetite for sustainable wines, with 84% of consumers agreeing that they would prefer it over non-sustainable wine.

59
Fairtrade is considered the most important sustainability credential, with 59% more likely to purchase a wine if it was fairtrade certified.
Consumers are motivated by fairtrade because they have a good grasp as to what it means, plus they are motivated by the benefits on the environment but also people and society.

49
49% would be more likely to purchase a wine if it was organic.

38
A third (38%) of consumers fully understand what an organic wine is and what makes it organic; *considering that awareness of what goes into winemaking is limited among consumers, it is encouraging to see that over a third understand what organic wine is.*

44
Nearly 44% of consumers consider purchasing a new sustainable wine over a wine they have previously bought.

38
38% of consumers consider organic credentials as the most important to sustainability.
Consumers that are health conscious are attracted to organic wines, as well as those that are after a better tasting wine - for some, the natural ingredients equates to a better quality wine.

46
46% of consumers would purchase an organic-certified wine over a non-certified wine.

34
34% of consumers would purchase a wine based purely on whether it had an organic certification.



Organic wine

In a nutshell

Chemical-free vineyards for happier soil, birds and bees – as well as a handful of winemaking restrictions!

Everything you need to know about organic wine

Up until the 20th century, in a time before industrial chemical agriculture, the world was, by definition, organically farmed. While this is true, the modern revival of organic farming has been around for much longer than our awareness of the growing focus on wellbeing and sustainability, but it wasn't until the 2012 vintage that the EU introduced a new definition, and labelling system, for organic wine.

In the vineyard

Grapes are grown without artificial fertilisers, chemical herbicides, insecticides or pesticides, or genetically modified products.



Did you know that...

it takes 4 years to convert a vineyard to organic?

In the winery

Organic wine is more than wine made from organically grown grapes. In addition to vineyard practices, there are also winemaking restrictions. For example, it prohibits the de-alcoholisation and must concentration, and additions such as yeast, gelatine and egg white must be organic. The rules on sulphites are also stricter, and they should contain 30 to 50% less added sulphur than 'conventional' wines.

Certification

Anyone can practice organics, but producers need to be certified in order to label their wines as such. The rules for certification vary throughout the world, and while there are a number of bodies that monitor and certify organic practices, the process usually involves paying a government-authorised body to carry out regular inspections over a number of years before a certificate can be issued.

For EU-produced, certified organic wines, look out for this label:



Paul Jaboulet Aine



Did you know that...
the idea behind the lunar calendar is that the force of the moon's gravity can affect where water and nutrients sit in the vine, and how elements such as lees behave during the winemaking process.

Biodynamic Wine

In a nutshell

Winegrowing that puts back as much as it takes out

Everything you need to know about biodynamic wine

With as many supporters as detractors, biodynamics is a holistic, natural way of farming. It is all about emphasising the importance of hydrogen, nitrogen, oxygen and carbon. This practice encourages a healthy ecosystem by looking at and understanding all the influences and interconnections in the vineyard. A biodynamic farm should be self-sustaining with all life forces working in unison to optimise the health of the soil. Seeking sustainability, the biodynamic philosophy aims to leave the land in as good or better shape as it was found, for future generations.

In the vineyard

A biodynamic vineyard is one that is its own self regulating ecosystem. Based on the teachings of Rudolf Steiner, simply put, biodynamic farming is taking organic to a next level, with the added requirement to use biodynamic 'preparations' to bring vitality to the soil. It looks at the holistic environment rather than the monoculture of a grape, and some biodynamic growers use the lunar calendar as a guide when to plant, harvest and carry out certain activities in the winery.



In the winery

Similar to organic wine, there are two tiers of labelling: 'biodynamic wine' and 'wine made from biodynamic grapes'. And just like organic wine, there are rules limiting the use of certain additives and ways of manipulating the finished wine. The general approach is one of low-intervention winemaking.

Certification

The main certifying body for biodynamic farming is called Demeter. France has its own, wine-specific, entity called Biodyvin. Both have rules governing growing and vinification practices, including, among others, specifying the maximum amount of copper that can be applied, and stipulating that biodynamic 'preparations', or 'homeopathic remedies', must be used.

For Biodyvin, French biodynamic certified wines, this is the label to spot:



BIODYVIN

For Demeter, biodynamic certified wines, this is what you're looking for:



Alois Lageder

Fairtrade Wine

In a nutshell

Fairtrade Standards ensure fairer terms of trade between farmers and buyers, protect workers' rights, and provide the framework for producers to build thriving farms and organisations.

Everything you need to know about Fairtrade wine

Buying Fairtrade wine helps ensure that farmers and workers are receiving a fair price – as well as an additional premium to help their community invest in essential services such as education, sanitation and health care. Wine grape farming and winemaking are time-consuming industries, strenuous and labour-intensive. The demanding processes involved in the production of wine often lead to poor labour standards and living conditions for both small wine grape farmers and hired labourers on large plantations. Fairtrade Standards include payment of

the Fairtrade Minimum Price that aims to cover small wine grape farmers' average costs of production. On top of this, certified vineyards and wineries must provide decent working conditions for workers and protect their rights in line with core International Labour Organisation Conventions, including the right to join a trade union and collectively negotiate their working conditions, a safe and healthy environment and no discrimination or child labour.

Certification

Fairtrade certification is a product certification system where social, economic and environmental aspects of production are certified against Fairtrade Standards for Producers and Traders. The Fairtrade system monitors the buying and the selling of the product until it is consumer packaged and labelled.

For Fairtrade certified wines, keep your eyes peeled for:



Stellenrust



Summing up...

Organic or biodynamic, either certification will give you the assurance that no chemicals have been used in the farming, and that there were no more than one hundred parts per million in sulphur addition. And between us - it will also tell you that the producer cares, and is probably conscientious about the use of other additives!

This collection features certified organic and biodynamic producers, as well as many others, who across various different regions are doing great work without being certified.

We recognise that there are numerous factors to consider, and that sometimes being certified organic and/or biodynamic isn't possible, or practical, for many producers, especially in parts of the world that are more prone to fungal diseases and other threats - and this is where sustainability becomes more than just a buzzword. *Beyond certifications is the awareness of the long term impact of human activities on the planet - environmentally, socially and economically.*

Journey's End



Alois Lageder



Paul Jaboulet Aine



Visit our online ordering platform [Bibendum Wine Online](#) to browse and buy our range of organic and biodynamic wines.

Buy now

Also visit the [Bibendum website](#) for more content on all things mindful winemaking.

Glossary

From copper through to sulphites, these are some of the terms that form the conversation around mindful winemaking.

Copper

A component in many fungicides, copper sulphate is one of the main ingredients in the 'Bordeaux mixture' – a much-used remedy to control downy mildew. It is one of the few chemicals permitted within organics and biodynamics – although in very controlled quantities.

Conventional

Conventional farming is the method that, by definition, manages resource inputs (like fertiliser, irrigation water, amendments, pesticides) uniformly, ignoring the soil's composition and crop conditions.

Dry farming

The cultivation of crops without irrigation in regions of limited moisture, typically less than 50 centimetres of precipitation annually. Growing grapes in an arid region without supplemental irrigation yields intense flavours in the fruit.

Herbicides and Pesticides

Substances used to kill diseases or pests that would damage the vine. As opposed to the conventional herbicides and pesticides made from toxic chemicals, the use of substances in organic or biodynamic farming is limited to specific sprays made from naturally occurring substances.

Homeopathic Remedies

Also known as Biodynamic Preparations, these are vitalising additions for soil and plants. As a kind of remedy for the earth, they also promote the growth and quality of the plants and animal health.

Irrigation

It is the process of applying extra water in the cultivation of grapevines – something that has become increasingly controversial in viticulture.

Low intervention

As the name implies, it is the minimal influence of the winemaker in the wine-making process, but without removing it entirely.

Mindful winemaking

A term we coined at Bibendum to describe wines made using sustainable, organic and often biodynamic practices. They are made with the bigger picture in mind. The wine must be delicious, but also with a focus on its environmental impact. And quite often, helping the broader communities where they are made.

Natural yeast

Also known as native, indigenous, ambient or wild yeast, this is yeast that naturally occurs on grape skins (rather than a cultured yeast). The advantages of wild ferments are that the resulting wines often have a more interesting texture and more complex flavours. Moreover, there is an argument to be made that yeast species are part of a wine's terroir!

Sustainable

Not necessarily regulated, sustainable wine refers to the farming and winemaking practices that winegrowers follow. Looking to reduce the impact on the planet, sustainable practices go beyond the winery and the vineyard.

Sulphur

Sulphur dioxide (SO₂) is the most widely used and controversial additive in winemaking. Its main functions are to inhibit or kill unwanted yeasts and bacteria, and to protect wine from oxidation, and very small, controlled quantities are allowed in organic and biodynamic wine.

Fun fact: no wine can be zero sulphur, as yeast naturally produces small quantities during fermentation.





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