



I HAVE A FEELING THAT RUSSIANS LOVE NOBLE SWEET WINES AND THAT THIS TREND IN CONSUMER BEHAVIOUR DATES BACK TO THE ERA OF THE TSARS, WHEN NOBLE SWEET WINES WERE SYNONYMOUS FOR LUXURY.

## OLIVIER DAUGA

(Winemaker / Bordeaux)

### *How do you perceive the image of sweet wines ?*

I feel that unfortunately sweet wines are not sufficiently known today. The press does not talk enough about sweet wines, yet I believe they are fantastic and that there is a real magic in their making.

We should all make great efforts to allow young people to discover these wines, since they are generally very attracted to sweet tastes. Sweet wines are ideal to ignite one's wine passion.

### *How do you evaluate the opportunities offered by emerging markets such as China, Russia, and India for this style of wine ?*

I believe that these new markets are a fantastic opportunity for sweet wines, first of all because many consumers are very fond of sweet tastes, which are easy to appreciate. Thus sweet wines are the ideal opening to the wine world for people not used to drinking wines. Furthermore the cuisine in these countries, often spicy and exotic, pairs wonderfully well with sweet wines. I think of spicy Indian and Chinese dishes or Ukrainian cuisine for instance.

### *What's your personal opinion on sweet wines, any favourites or favourite moments to drink them ?*

I love all sweet wines, particularly the German wines from the Mosel, but of course also Sauternes. As a winemaker I'm very much fascinated by the making of sweet wines and how the Botrytis affected grapes can be transformed into luscious and sumptuous wines of this inimitable golden colour.