

CHICKEN SOUP FOR THE WINE TOURIST'S SOUL

TERRY & KATHLEEN SULLIVAN



WHO?

Terry & Kathy Sullivan have visited and written about over 1,000 wineries/vineyards in Europe, North America and Oceania.

#1,000 was at Archil Guniava Wine Cellar in Georgia.

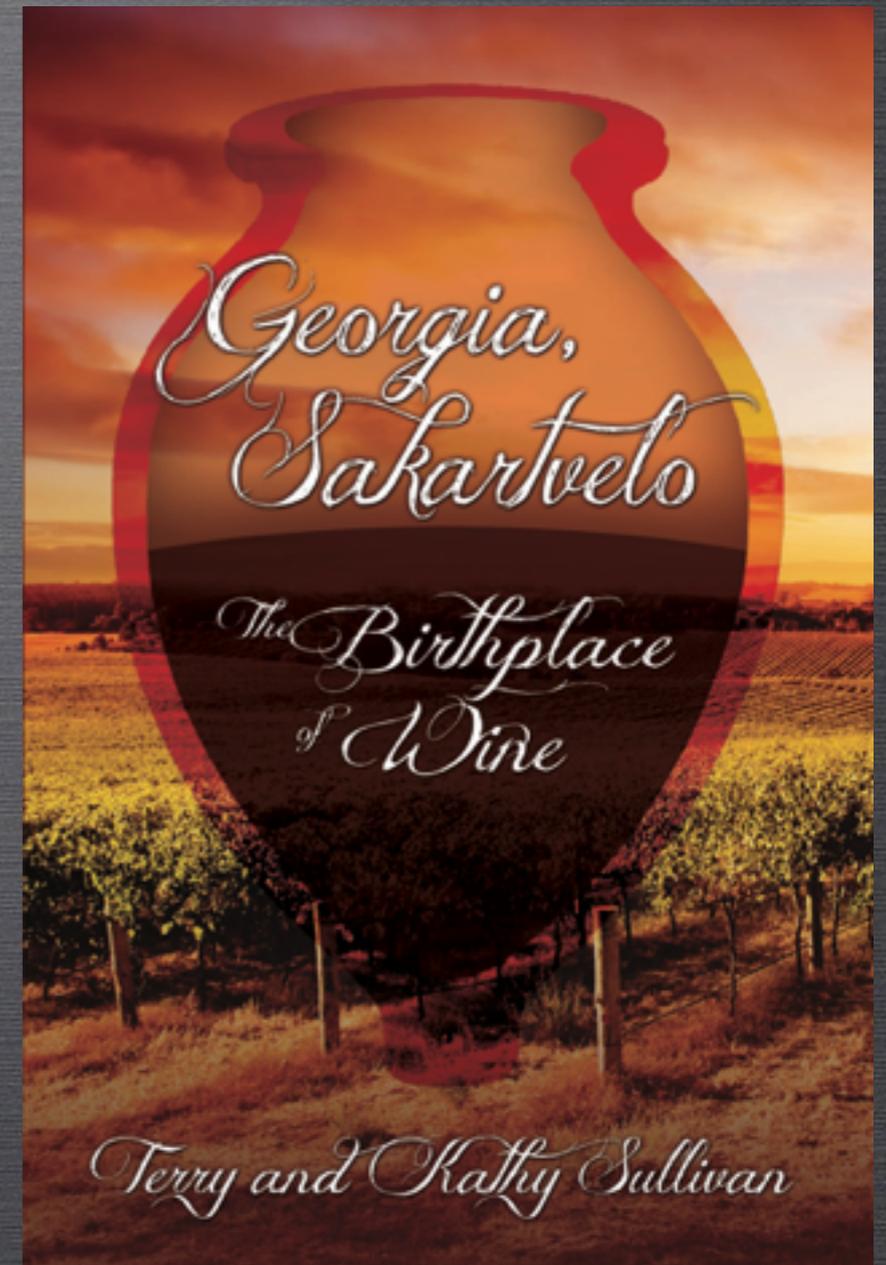
For 7 years they have made wine at home, and at wineries in Maryland, Virginia and Georgia - Sakartvelo.

Authors of the books:

A Wine Journey

A Wine Tourist's Guide: Visiting Tasting Rooms

Georgia, Sakartvelo: the Birthplace of Wine



We have visited over 1,000 wineries/vineyards.

Sadly, unless we look at our articles, we do not remember all of our visits.

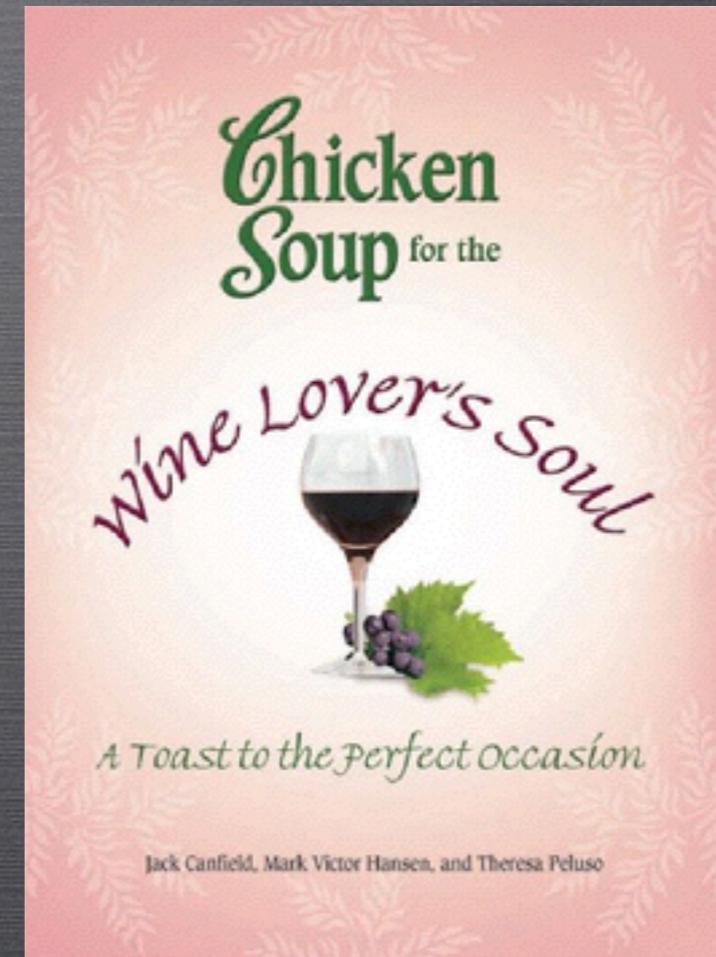


WE DO REMEMBER SOME OF OUR VISITS

What differentiates those wineries/vineyards that we do remember from those we forget?

CHICKEN SOUP-LIKE STORIES

Each winery, vineyard, tour had a story that helps us to remember them.



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There are a series of books in the Chicken Soup series. All books tell stories that touch the heart. Story telling is an ancient art and many stories touch the heart. Wineries, winemakers, wine tour operators all have stories. Develop and tell a heart-warming story.

WHY STORYTELLING?

Heart-warming stories that touch you emotionally and make you human

Stories make us laugh, weep, swell with pride, rise with indignation and remember

Nurturing in a media-driven world

Ancient art form

Appropriate for all ages

Free - no cost for a product



NO ONE EVER TAUGHT ME THAT

STORY EXAMPLE



Rappahannock Cellars, Huntly, Virginia

Notes for No One Ever Taught Me That

Imagine your are a tasting room staff member at Rappahannock Cellars. It is near closing time and no one is around the winery or tasting room. Your hear a roar of a motorcycle and look out the window to see what looks like a Hell's Angel on a Harley-Davidson. He turns off the motorcycle, stands up and takes off his helmet. He is a bearded older-aged man wearing a black leather jacket with chains making his way to your entrance. The man enters the tasting room and strolls to the tasting counter

You ask, "Would you like to taste a wine?"

The man responds, "Yes."

"Red or white."

"Red"

You pour a tasting of a red wine. The man takes the glass and downs the wine in one gulp. Your wine training takes over and you timidly ask, "Would you like me to show you another way to taste that wine."

The man answers, "Yes."

You take out another glass and pour the man and yourself a tasting of the red wine. You then explain the steps of a structured tasting.

After a while, you try a second wine. Eventually, the man turns to exit, but stops and turns to you and says, "Thank you, no one ever taught me that."

HE TOUCHED ALL OF OUR LIVES

STORY EXAMPLE



Sprucewood Shores Estate Winery in Harrow, Ontario,
Canada



He Touched All our Lives

Cord Mitchell, owner of Sprucewood Shores Estate Winery in Harrow, Ontario, Canada prides himself as a wine grower. When we met him at his winery, he was eager to tell his story. He noticed that the winemakers he sold his grapes to kept winning gold awards. Cord decided to make wine himself, so he could win gold awards with his grapes. The construction on the winery was planned and underway, but came to a halt when Cord's wife was diagnosed with cancer. For a couple years the winery was put on hold. Eventually his wife went into remission.

During a return visit to the wineries along Lake Erie North Shore, we noticed some upset winery owners. Cord had suddenly passed away. His passing was unexpected and shocked the family. His daughter, the winemaker, was too upset to take care of the wines. Then the strength of the winemaking community came through. The winemakers of Lake Erie North Shore set up a schedule where they would take care of the fermenting grapes. Tasting room staff met and developed a schedule so the Sprucewood Shores tasting room could continue to run. Why did these winemakers and tasting room staff help out? Because Cord touched all their lives. Now it was time for them to help his family.

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about real encounters or experiences

Stories about historical events

Stories about legends and myths

Stories about heroes

Stories about your wine journey

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about real encounters or
experiences

Selling your first bottle of wine



Gaioz Sopromadze's Wine Cellar
Baghdati, Imereti, Georgia

Selling his first bottle of wine notes

We met Gaioz at Gaioz Sopromadze's Wine Cellar in Baghdati, Imereti, Georgia. He recounted a story of how he sold his first bottle of wine. A friend, George Barisashvili was visiting Gaioz and tasting his wine. George asked if he could have a couple bottles. A short time later, George visited Gaioz again and asked for 20 bottles that he could take and sell in Italy. Gaioz was shocked. He thought George was playing a practical joke on him. But he gave George the 20 bottles. A month later, George returns with 300 Euros. All the wine sold. This was the first time Gaioz made money selling wine. Today Gaioz exports wines to Japan, Italy, France and the United Kingdom.

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about historical events

St. Nino and the grapevine cross



Replica of St. Nino's Cross
at Bagrati's Cathedral in
Kutaisi, Georgia

St. Nino and the Grapevine Cross notes

Nino was a young girl in Cappadocia when the Virgin Mary appeared to her in a dream. Mary instructed Nino to travel to the land that is now Georgia and spread the Word of Jesus Christ. Being young, Nino doubted her ability to do so. Mary told her to have faith and make a cross out of grape vines. The people of Georgia would listen to her if she had a grapevine cross.

Nino traveled throughout Georgia spreading the Word of Christ. She used her grapevine cross and she was involved in several miracles.

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about legends and myths

Legend of the Black Rooster



Sign as you enter the Chianti Classico region
Toscana, Italy

The Legend of the Black Rooster notes

There was a dispute of who owned the Chianti Classico region of Tuscany. Both Siena and Firenze (Florence) lay claim to the region. The dispute waged on for years and in the early 1200's the leaders decided to settle the issue by a competition.

Two horsemen were to set out at the crow of a cock. One equestrian from Florence and one from Siena would meet along the road connecting the two cities. The Sieneese chose a well-fed white rooster as their official timekeeper, while the Florentines chose a starving black rooster for their timekeeper. On the day of the event, the black rooster began to crow early long before sunrise and the Florentine rider set off towards Siena. Meanwhile the Sieneese white rooster took its time and began to crow at sunrise. As a result, the Florentine rider was able to cover more ground and met the Sieneese rider just 19 kilometers north of Siena. The boundary lines were drawn at the meeting spot and the majority of Chianti Classico region now fell under the jurisdiction of Florence.

I asked Christina if there was any truth in the legend. She smiled and said, "It is a legend. Isn't there some truth in every legend?"

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about heros

Dr. Konstantin Frank



Konstantin Frank believed that *vitis vinifera* grapes could be planted in the Finger Lakes.

Dr. Konstantin Frank notes

Dr. Frank arrived in America in 1951. With a degree from the University of Odessa and his thesis on growing vinifera grapes in cold climates he was fully knowledgeable about wine growing techniques. He had also managed an Rkatsiteli vineyard in the Kakheti region of Georgia. Dr. Frank was fluent in five languages. Unfortunately, English was not one of his fluent languages. Arriving in New York City, he found a job as a dishwasher.

Within a year, he began work at Cornell University's Geneva Experimental lab in New York State. Again, because of language difficulties, he had only a menial job. Dr. Frank believed that the Finger Lakes provided a suitable environment for growing vinifera grapes. Luckily, for Dr. Frank and the Finger Lakes region, a conference was held at Geneva Experimental lab and Dr. Frank had the chance to meet Charles Fournier, a French champagne maker. They began speaking to each other in French and the French delegation soon discovered that he was a storehouse of knowledge.

Dr. Frank was provided with the opportunity to prove that vinifera grapes would grow in the Finger Lakes region. Dr. Frank developed a rootstock resistant to the cold. In the late 1950's, Dr. Frank planted vineyards. In 1962, Dr. Frank produced his first commercial vintage. Today his vineyard has the oldest planting of Rkatsiteli in the United States.

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about your wine journey
-when did it start?
-what is unique about it?

Vineyard/winery journey began
with airline magazine



Clover Hill Vineyards and Winery in
Breinigsville, Pennsylvania

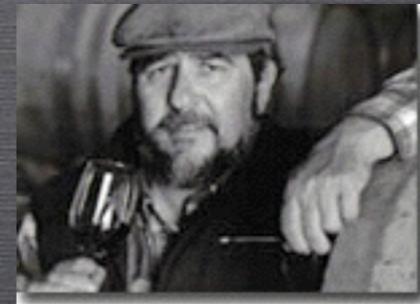
Vineyard / Winery journey begins with an airline magazine notes

Clover Hill Vineyards and Winery began on property purchased by John Jr. and Pat Skrip at an auction in 1975. Pat, a schoolteacher, and John Jr., a construction company owner, had an idea to start a Christmas tree farm. Shortly before starting the tree farm, the Skrips went on vacation to Florida. On the way to Florida, they saw a recently published magazine article about growing wine grapes on the East Coast. From that moment, John, Jr. spent the remainder of his vacation reading everything he could find about wine. Arriving back from vacation, the tree farm was out of the picture and planting a vineyard was in their plans.

WHERE DO CHICKEN SOUP-LIKE STORIES COME FROM?

Stories about your wine journey -
when did it start?
-what is unique about it?

Mike Fiore's wine journey



Mike Fiore learned to
walk in his Grandfather's
winery in Italy.

Mike Fiore's wine journey notes

We first met Mike Fiore in early 2007 and were enamored with his story. Mike Fiore's wine journey began when he was very young. He learned to walk inside his family's winery in Italy by holding onto his maternal Grandfather's pants leg. Mike celebrated his birthday in the middle of September, always during a harvest. People use to tell him on his birthday that he was a natural born winemaker. As he grew up, he wanted to emulate his Grandfather, who had a reputation for making great wines. Today, Mike thinks he succeeded, although he admits his reputation as a winemaker is not as far spread as his grandfather's. Mike's family has been making wine for over 400 years, and Mike is the 26th generation of winemakers in his family.

Mike's father passed away when Mike was eleven years old. Soon afterwards, his Grandfather had a stroke. Mike stated that, "We had a top notch cellar master working for us and a few very good winemakers working for us, but these guys never cut me any slack. They always made me feel that the final decision was mine, even though I always knew that if I needed consulting, my grandfather was not too far away."

Being an eleven-year-old winemaker had its challenges. Mike decided one day to leave the vineyard and winery in Italy and go to America. Mike arrived in the United States in 1962 and soon met the love of his life, Rose. They were married a year later. He worked many jobs and settled down working for Baltimore Gas and Electric. During the years, wine must have run through his veins. Mike and Rose bought a small farm in 1975, and Mike noted, "It seems like God created this land to be a vineyard." Vineyards were planted, and a decade later, Fiore Winery was opened.

Mike loves to talk and is an excellent story-teller. He weaves his boyhood to adulthood years together like grapevine tendrils weave around a wire. It is a pleasure to listen to Mike talk about his life and wine journey.

ELEMENTS OF A STORY

- a. Characters
- b. Setting
 - Time
 - Place
- c. Challenge or problem
- d. Solution
- e. Conclusion

ELEMENTS OF A STORY

Story title: Never Give Up

Characters

Dragutin and Irena Ciban
Terry and Kathy Sullivan

Setting

Vineyard, winery, tasting room
and bed and breakfast at Ciban Vineyard
in Pavlovčani, Croatia



Vineyard at Ciban Vineyard
in Pavlovčani, Croatia

ELEMENTS OF A STORY

Story title: Never Give Up

Problem

Hearing aid batteries

Solution

Dragutin's never give up attitude

Conclusions

Successful visit to Croatia



Vineyard at Cibani Vineyard
in Pavlovčani, Croatia

Never Give Up notes

We stayed the evening at Cibani Vineyard in Pavlovčani, Croatia in one of their guest rooms. While tasting wines with the owners, Dragutin and Irena Cibani, Kathy discovered that she was in need of a small hearing-aid battery. When she checked her purse, it was discovered that Kathy forgot to pack the batteries. Dragutin said, "Don't worry."

Dragutin drove us to the village pointing out his vineyards. We stopped at the local pharmacy but they did not have the battery we needed. Dragutin then drove to the watchmaker. He was gone for the day, it being 19:00 in the evening. Dragutin called the watchmaker who said he would be at his shop in five minutes. It took less time than that. The watchmaker examined the battery and those he had. None matched. Again Dragutin told us not to worry. The watchmaker called his son. In five minutes his son showed up with the correct sized batteries. Upon returning back to the winery and lodging, Irena had made us dinner, a meal similar to what she makes for the vineyard workers. It was a delicious tomato soup and deer stew over polenta. The Cibani's outpouring of welcome, family, friendliness and never give up attitude is something we will always cherish.

STORYTELLING TIPS

Stories are told - not read

3 to 5 minutes

Present a challenge or conflict

Tell the story slowly - give audience time to see your story