

Old Ways of Making Wine Gain New Fans

今回のテーマは、従来のワインと「自然派ワイン」の違いです。自然派ワインとは、昔ながらの製法を取り入れ、加工や化学物質を減らして作られるワインのことです。一方、大規模な生産者は保存や見た目のために化学物質を加えることもあります。記事に出てくる「conventional」は「従来の」という意味で、conventional method（従来の手法）や conventional wisdom（一般的な考え）のように使われます。アメリカでは自然派ワインへの関心が高まっていますが、ラベル表示がなく、消費者が選ぶのは容易ではないようです。あなたは自然派ワインを試してみたいですか？また、ラベルにどこまで情報を載せるべきだと思いますか？講師と話してみましょう。



1. Article

Read the following article aloud.

Wine made by ancient methods is gaining new fans.

Wine is an alcoholic drink made from fruit like grapes.

Natural wine uses methods that reduce processing and harmful effects on the Earth. Research company IWSR Drinks Market Analysis found that people in the U.S. are seeking natural wine in increasing numbers. At the same time, the number of wine buyers has been dropping since 2015.

Natural and other Earth-friendly wines made up less than one percent of sales in 2021. But demand for those wines was rising faster than other kinds on the whole, reported Drizly, an online site for ordering and shipping wine and other alcohol.

Most natural wines are made with organic grapes collected by hand. Organic growers do not use poisonous chemicals to stop or control insects or unwanted plant growth.

To make wine, the grapes need to be crushed. Some wine producers crush grapes by foot like people of ancient times. Afterwards, the crushed grapes **ferment** naturally. Manufacturers do not add water, yeast or other substances.

There are exceptions. Some natural winemakers add sulfites, a chemical produced naturally in grapes. Extra sulfites can help preserve, or keep, the wine. And some winemakers clear the final liquid of any small pieces that could make it look cloudy.

The result is wines that are earthy and less predictable than many of the wines created by bigger producers.

“The first time you taste it, you can tell it’s alive,” said John Keller. He is the owner and winemaker at Neu Cellars in Northern Michigan.

But selling natural wine processes can be difficult. Natural wine has no set definition in the U.S. It is not easy to find, since most natural wines do not identify as such on their labels.

“Natural just sounds good, but **conventional** wine is pretty natural too,” said Anita Oberholster. She is a professor in the Department of Viticulture and Enology at the University of California, Davis. “If the idea of natural wine is going to grow, we should do research on it and define it.”

Keller of Neu Cellars has a degree in biochemistry. He started out working for a big winemaker in California. But he left because he was not happy about all the chemical mixes it used. These include gelatin, oak dust, and eggs.

However, some say the line between natural and conventional wines is very narrow.

Many products added to wine, like yeast, are natural products, Oberholster said. And many conventional wines are made without adding anything.

Some in the industry would like to establish rules for producing natural wine. France’s wine industry took such action in 2020, enacting requirements that winemakers must meet to identify their wines as natural.

Some manufacturers argue that rules can make wine making more costly. Keller uses organic grapes but he says he cannot support the cost of repeated inspections for approval as an organic wine.

Anthony Zhang is the co-founder and CEO of Vinovest, a wine investment company. He sees another problem.

Vinovest says some wine companies are **profiting** from the lack of rules. They use labeling content like imagery that suggests their wine making is natural when they are not, he argues.

That can **mislead** buyers who often will pay higher prices for wines made by smaller producers that use natural methods.

However, buyers may have more information on wine bottles soon. Starting in December, wines sold in the European Union will have to identify on their labeling all the substances each product contains.



Oberholster expects the U.S. to pass similar measures as well in the next few years.

Dee-Ann Durbin and Haven Daley reported this story for The Associated Press. Gregory Stachel adapted the story for VOA Learning English.

Source: Old Ways of Making Wine Gain New Fans



2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. **processing (n.)** doing something that changes the original form of a natural food item, usually to a simpler form

Wheat experiences a lot of processing to make white bread.

2. **ferment (v.)** to go through a process that uses bacteria to produce a food product

It takes about a week for beer to ferment.

3. **conventional (adj.)** everyday; standard or normal

The film *2001: A Space Odyssey* is not a conventional science fiction movie.

4. **profit (v.)** to make money from selling something

The company profits from the sale of luxury items such as watches and jewelry.

5. **mislead (v.)** to trick

Internet ads often mislead people about the quality of the products that they are selling.

3. Questions

Read the questions aloud and answer them.

1. How is natural wine different from conventional wine?
2. What kinds of materials are added to conventional wine?
3. Why is Vinovest CEO Anthony Zhang unhappy with the labeling rules for wine?
4. Are you interested in trying natural wine?
5. Do you think that wine labels should include details about all the ingredients? Why or why not?