STRATEGY DEVELOPMENT OF SAINT MARTIN’S WINE IN THE CZECH REPUBLIC

Helena CHLÁDKOVÁ, Pavel TOMŠÍK, Sylvie GURSKÁ
Mendel University in Brno

Abstract
This paper considers the topic of the supply and demand development of Saint Martin’s wine in the Czech Republic. On the 11th November first bottles of wine from the autumn’s harvest are being opened. These wines are called Saint Martin’s wines and they exist as white, red or rosé. These wines are young; between the harvest and the market introduction are just a few weeks, and it is necessary to take it into account when evaluating. They are fresh, light, fruity, brut and the percentage of alcohol is lower – to 12 %. They have higher acid, which has to be nice and harmonic to the tender body of wine.

The first official registration of Saint Martin’s wine are done by the winegrower of Valtice Kopeček, which had been inspired by the success of the wine Beaujolais nouveau, young wine coming from France. The mark “Saint Martin’s wine” was registered in the year 1995 and since the year 2005 the Wine fond has been the owner. Now all winegrowers registered by National Wine Centre, and whose wines were authorized by special committee and respond to the required characteristics, can use this mark. With the license winegrowers win the right to use unified shrinking capsule, and to use the logo with the rider of the horse on the label.

Saint Martin’s wine is in the Czech Republic more and more popular. On the other hand the interest in favorite Beaujolais has been stagnating in the whole World. Beaujolais, which is pressed from blue grapes, is appreciated by the consumers of red wine, the advantage of Saint Martin’s wine is the possibility to choose from red, rose and white wines.


RESULTS AND DISCUSSION

Winegrowers work begins early in February and ends just in November in the cellar, when the grapevines are cultivated and the vintage coming into being. And so about 200 years before Beaujolais the tradition of Saint Martin’s tasting began. The Saint Martin’s wines are young; between the harvest and the market introduction are just a few weeks, and it is necessary to take it into account when evaluating. They are fresh, light, fruity, brut and the percentage of alcohol is lower – to 12 %. They have higher acid, which has to be nice and harmonic to the tender body of wine.

If there is any flicker of sparkling wine stone, it’s not a defect. It’s the fact, that wine is a live organism, that is in Saint Martin’s wine caught up in the growing. Thanks to the limited space for maturation the young wines aren’t recommended to archiving. Ideal is to consummate it till the spring of the next year. The first official registration of Saint Martin’s wine are done by the winegrower of Valtice Kopeček, which had been inspired by the success of the wine Beaujolais nouveau, young wine coming from France. He surprised the market whit this activity and a lot of winegrowers defended against submission. His step was considered as a steal of the name and it came to many imitations of the name.


Materials necessary for registration of the wines for evaluating and getting the mark “Saint Martin’s wine” are following:

- Detailed organizational instructions
- Application form
- License contract
- Technical conditions of license award
- Information about obligated and recommended texts on the label
- Information about medial support of the mark

The labeling “Saint Martin’s wine” became a national mark for young wines from Moravia and Bohemia. Wines, which can be sold under this mark, have the same capsule on the top of the bottle with the logo of Saint Martin on the horse and the same logo will be used on the label. Wines have to be authorized by the committee of specialists on the last day of October. The committee evaluates also the character of the entered wines. They should be fruity, light and good to drink. To get the right to use the mark “Saint Martin’s wine” 4 from 7 members of the committee have to evaluate the wine “positive”. Wine couldn’t have any defect or disease, it has to fulfill analytic values and sensor quality given by the trade mark. Wine that fulfills all the criteria and the absolute majority of the committee agrees, can be introduced to the market.

The Wine fond gives the logo “Saint Martin’s wine” to the successful winegrowers for free and for small winegrowers makes labels.

www.vdqs.net/2010Palermo
Under the mark “Saint Martin’s wine” following wines can be produced:  

**White**  
Varieties Müller-Thurgau and early Red Veltliner  
White St. Martin’s wine sparkes with green-yellow color. It is fresh, fruity wine with nice character of primary aroma in smell and well-balanced content of acid and sugars. There could be a low content of carbon dioxide.  

**Rose**  
Varieties Blauer Portugieser and Saint Laurent’s wine  
Rose St. Martin’s wine with his rose to onion color goes together with the autumn. The character is fresh, fruity, with a moderate content of tannins and soft acid. It is possible to find there a moderate content of carbon dioxide.  

**Red**  
Varieties Blauer Portugieser and Saint Laurent’s wine  
Red St. Martin’s wine impresses with nice ruby or garnet color. It has a fruity or flower smell. The taste is soft, velvety, well-balanced, not disturbing by brisk acid. There could be a moderate content of carbon dioxide.  

Every type could be produced from mentioned varieties — as individual variety or cuvee of these varieties.  

Saint Martin’s wine is in the Czech Republic more and more popular. On the other hand the interest in favorite Beaujolais has been stagnating in the whole World. The competition of the new harvest wines tends towards the domestic production. Above 9 millions of Beaujolais bottles has been annually sold in the Czech Republic. But 9 of 10 consumers prefer Saint Martin’s wine over Beaujolais. Beaujolais, which is pressed from blue grapes, is appreciated by the consumers of red wine, the advantage of Saint Martin’s wine is the possibility to choose from red, rose and white wines. An important role in preferring Saint Martin’s wine is also tradition and local patriotism. Czech consumers most often buy wine in supermarkets, about 4 from 5 bottles of wine. Some shopping centers have announced stagnation of the sale of the French specialty since Saint Martin’s wine came on the market.

**Evaluation of wines since the year 2005 to 2009**  
There were just 53 samples entered in the year 2005. In the year 2006 about 350.000 of Saint Martin’s wine bottles entered the market. Wines were evaluated by 14 experienced sommeliers, possessors of international sommelier examinations. They were divided into two committees. In total 107 bottles of wine were evaluated, thereof 92 were evaluated positive and were allowed to use the mark “Saint Martin’s wine 2006”. In total 58 wine companies were registered, of which 54 companies had at least 1 wine, which could use the Saint Martin’s mark.  

In the year 2007 600.000 of Saint Martin’s wine bottles entered the market. For illustration, in this year 144 bottles from 178 were successful (64 white, 24 rose and 54 red).  

In the year 2008 more than 800 bottles of this wine were offered to consumers, most of them white. Nevertheless the committee evaluated 205 samples of wine and 175 of them (from 80 firms) were evaluated positive and were allowed to use the mark “Saint Martin’s wine 2008”. In total 211 bottles of wine were evaluated, thereof 195 were successful (130 white, 21 rose and 54 red). The Saint Martin’s mark was given to 211 samples from 89 wineries (85 white, 50 rose and 76 red).  

The total increase against the year 2007 is 11 % at wineries, which can produce St. Martin’s wine and 20 % at wines, which can use the graphical mark with the Saint Martin on the horse.  

This year (2009) was expected as very quality thanks to the sufficient rainfall during the year and sunny weather. The sugar content in the grapes reached a high level and also hygienic conditions of the vineyard were very well.  

At serving the St. Martin’s wine the same rules as for other wines are valid. At white and rose wines the recommended temperature is 10 - 12 °C, at red wines with low acid - 12 - 14°C and at red wines with velvety exposure – 14 – 16 °C. Because the St. Martin’s feast is connected with meal, mostly dishes from the Czech kitchen, Czech restaurants offer St. Martin’s menu, which is connected with the degustation of wines and traditional dishes – like the goose, goose liver and doughnut.

**CONCLUSION**  
Tasting wine belongs to the traditional rituals of wine lovers, which are impatient for taking the glass of fresh and sparkling vintage from the new harvest. The first young wines from Moravia and Bohemia are introduced to the market on the same date, 11th November, under the mark Saint Martin’s wine – SVATOMARTINSKÉ®.  

The Saint Martin’s mark can use white wines Müller-Thurgau and early Red Veltliner; rose varieties - Blauer Portugieser and Saint Laurent, red wine - varieties: Blauer Portugieser and Saint Laurent. These varieties were chosen because in our conditions they grow earlier and offer a high quality of grapes.  

The mark “Saint Martin’s wine” was registered in the year 1995 and since the year 2005 the Wine fond has been the owner. The fond organizes together with the National Wine Center propagation of these wines under the same logo. The marked wine bottle can be used by all winegrowers registered in the Czech Republic, which fulfill all the exacting criteria.  

The first opening of Saint Martin’s wine bottles proceeds on the St. Martin’s Day, on 11th November at 11 o’clock and 11 minutes on festivals in Bohemia and Moravia, in wineries, wine-shops and restaurants in the whole Czech Republic.

**LITERATURE**  

**Svatomartinskevino.cz [online]. [cit. 2010-01-06]. Dostupný z WWW:**  

**Večerková, MF DNEŠ. Svatomartinské vino [online]. 23. listopadu 2007 [cit. 2010-01-06]. Dostupný z WWW:**  
- <http://svatomartinskevino.cz>  

**Známka Svatomartinské [online]. [cit. 2010-01-06]. Dostupný z WWW:**  

Statistical data, graphs and tables will be completed later in the total version of the paper!