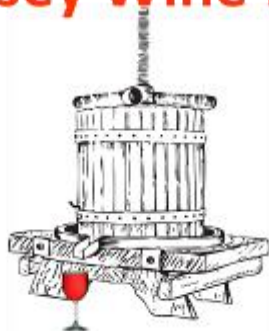


Romsey Wine Press



Romsey Wine & Dine



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3 Bramble Drive
Romsey SO51 7RJ
01794 278634
07802 210481

paul@romseywineanddine.co.uk

Please pass on to friends, family and colleagues

31st March 2019

Bonjour,

In this edition, there are the usual features.

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Paul Dawkins

Dr Paul Dawkins

**Chef d'Équipe
Romsey Wine & Dine**

Globalisation v's artisan

It is quite gratifying when people respond to my comments in these newsletters. A very knowledgeable gentleman responded to the bit about Cheddar cheese, by writing about the global market for cheese. He also suggested that the days of cloth wrapped Cheddar are numbered.

This got me thinking about whether there is a battle between globalisation and artisan producers. It should, perhaps, better be described as a battle between mass- and artisan production. It is a battle affecting many types of produce including wine, beer, gin, food stuffs, perfumes, cloths and even cars. Rather than a battle it is more an ebb and flow between mass-production and artisan. Mass production and globalisation grow and then suddenly there is an influx of artisan producers. These grow; the most successful ones get taken over by the global players and so on.

Although any of the industries listed above could be used to illustrate the market development described, the UK beer market is very typical.

Up to the 1930's there were 2000 breweries in the UK - many of them local.

Over the next 30 or 40 years "rationalisation" took place and many of the breweries were taken over by the national companies and by global players.

Then there was an upsurge of new independent small breweries – a growth of 64% in the last 5 years alone.

In spite of this upsurge, some of the small breweries continue to be taken-over or to close. For example, Fullers beer is going to a global Japanese firm.

What drives a market to globalisation (mass production) or artisan production?

To globalisation:

- Corporate needs for growth
- Corporate desires for cost reduction and profitability
- Dominance of large retailers (supermarkets)

	Global	Artisan
Advantages	<ul style="list-style-type: none"> • Lower cost • Greater consistency • Availability 	<ul style="list-style-type: none"> • Quality • Diversity • Traditional • Reflect locality
Disadvantages	<ul style="list-style-type: none"> • Lack of character – bland • More likely to contain unnatural ingredients • If supply chain fails, more people are effected • Can lead to monoculture agriculture 	<ul style="list-style-type: none"> • More costly • Quality can be inconsistent • Supply is less reliable

Advantages and disadvantages of global products v's artisan product

- Most consumers in the UK do not care about the food they eat and the drink they consume so long as it is cheap and readily available. This plays to mass production and globalisation.

To artisan production:

- Some consumer rebellion against globalisation
- Some consumer desire for quality and diversity
- Limited potential production. For example, the Romanée-Conti vineyard is so small that only about 5000 bottles of Romanée-Conti wine can be produced per year.

Other market influences:

- Taxation – there is an intriguing development in the UK beer market. Small producers (producing less than 5000 hl) pay 50% less duty than larger producers. As a result, some small brewers, when they grow to more than 5000 hl, set up a second company to keep below 5000 hl and to continue benefitting from the lower duty rate.

Does it matter if a product is global or artisan? The table to the right shows there are advantages and disadvantages of each. Which one any individual prefers depends on personal taste. The question is: how much influence do consumers have?

The final point of interest is that artisan production has been vigorously supported by the Slow Food Movement. This was started in Italy in response to MacDonald's opening a "restaurant" near the Spanish Steps in Rome. Its aim was and is to promote **local** foods and traditional gastronomy and food production. Conversely, this means the opposition to fast food, industrial food production and globalization.

The Irony

The irony is that The Slow Food Movement is now global with offices in Italy (HQ), UK, USA, Chile, Switzerland, Germany, France and Japan.



Artisan



Global

Brand	Romanée-Conti Grand Cru	Jacobs Creek
Producer	Domaine de la Romanée-Conti	Pernot Ricard
Type	Artisan	Global
Nationality of Company	French	French
Country of production	French	Australia
Number of bottles per year	5000	Millions?
Price	~£20,000 per bottle	~£8 per bottle



Dish

Cocktail stick canapés

Seafood kebab

Salmon, monkfish, plaice, prawns
baby leaves, lemon vinaigrette

Spiced leg of lamb kebab
with roasted vegetables, wild rice
and tzatziki

Citrus kebab

with vanilla panna cotta & popping
candy

Coffee & tea

You are cordially invited to a...

Wine Pairing Dinner

Skewered

Food on sticks

Kebabs always seem to enhance the flavour of food – perhaps because of the way they are cooked; perhaps they remind us of eating them on hot, sunny holidays. The first thoughts that come to mind on hearing the word "kebab" are of *meat* kebabs but kebabs can be made of poultry, seafood, vegetables and fruit. Why not make a whole meal of kebabs? This is what we are doing with this dinner.

The Church Rooms, Romsey Abbey

on

Friday 26th April 2019 at 7:15 for 7:30pm

- Hosted by Romsey Wine & Dine
- Food by TASTE Dining Company
- Apéritif & canapés on arrival
- Three courses presented on skewers
- Different wines with each course
- Digestif with coffee

Price: £40 compris

To book:

email: skewered@romseywineanddine.co.uk

Tel: 01794 278634

07802 210481

Please book by: Sunday 21st April

Titbits

Cucumbers in the fridge

My experience shows that if you keep cucumbers bought from Waitrose in the fridge for over two weeks they go soft and mushy. On the other hand, treat cucumbers bought from Aldi in the same way and they go hard. Why the difference?

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Food solutions

Commenting on the recent results from Greggs the bakers, their CEO said, "These results show that our customers love our *food solutions*." Really? What is a food solution? Why can these people not talk English?



Spice of the month – nutmeg (and mace)

Nutmeg is the seed of an evergreen tree, *Myristica fragrans*, native to the Banda Islands in the Moluccas (or Spice Islands) of Indonesia. The covering of the seed becomes the spice *mace*.

Nutmeg and mace have similar sensory qualities, with nutmeg having a slightly sweeter and mace a more delicate flavour. Mace is often preferred in light dishes for the bright orange, saffron-like hue it imparts. Nutmeg is used for flavouring many dishes – particularly those originating in the Far East.

An essential oil obtained by steam distillation of ground nutmeg is used in the perfumery and pharmaceutical industries.



Oxymoron of the month

Somerset Brie.

Brie comes from the French region of Brie. Somerset is not in France.



Pub of the month

The Oak Inn, Bank

The Oak is a typical New Forest pub. It looks and feels like a pub and the food is excellent. If you are looking for somewhere to eat near Lyndhurst, you can do a lot worse than going there.

Recipe

Hake baked with a herb crust and served with caramelised tomatoes

The combination of herbs, butter and garlic impart to the hake a lovely flavour. The tomatoes provide a pleasant contrast. If hake is not available, cod or haddock can be used as an alternative.

Preparation Time: 25 Mins

Cooking Time: 90 Mins

Total Time: 2 Hrs

Ingredients

For 4 servings...

4 cloves Garlic - unpeeled
 Salt
3 tbs Olive oil
4 Hake - steaks
 Pepper

For the caramelised tomatoes

4 Tomatoes - cut into halves
1½ tbs Olive oil
 Pepper
1 pinch Sugar - caster
1 clove Garlic - sliced finely
 Salt
10 Basil leaves - chopped

For the herb crust

100 gms Bread - crusts removed
200 gms Butter - softened
2 sprigs Tarragon - chopped
2 Basil leaves - chopped
2 sprigs Chervil - chopped
10 gms Parsley - chopped
2 Shallots - chopped very finely
 Pepper
 Salt

To garnish

Herbs

Method

To make the caramelised tomatoes...

Preheat the oven to 110°C. Put the tomato halves in an ovenproof dish and coat them with olive oil. Sprinkle them with pepper, sugar, garlic, salt and basil. Bake in an oven for about 90 minutes until they are caramelised and bubbling.

To make the herb crust...

Put the bread in a low oven at 120°C and bake until it breaks up easily into small dry crumbs (about 30 minutes). Put the crumbs into a bowl and add the butter, herbs and shallots. Season with salt and pepper and mix well together. Spread the herb crust out on a flat baking tray (about 3mm thick) and put in the fridge to solidify. When it is hard enough, cut it into four rectangles, similar to the size of the fish steaks.

To cook the hake...

Preheat an oven to 180°C.

Cover each steak with a rectangle of the herb crust.

In a pan, heat the olive oil and gently fry the garlic cloves. Cut each clove into four (discarding the skin) and insert them into the crust on the hake steaks.

Season the steaks, put them in a flat ovenproof dish with a sprinkling of olive oil and place the dish in the oven for 20 minutes. At the end of that time, take them out of the oven and put them under a hot grill to brown.

Garnish with herbs and serve with the tomatoes.

Variations

If you cannot get hake steaks, then use hake fillets.

Wine recommendations

Conventional

Mâcon

Interesting

Jurançon sec

Muscadet Sèvre et Maine Sur lie

Dates for your diary

Date	Event	Venue	Tickets	Request Info
Friday 26 th April 2019	Skewered	Church Rooms, Romsey Abbey	£40 Compris	Click here to book
June	Summer lunch	The Palmerston Rooms	TBA	
July / August	Wine pairing dinner – Crossing borders – Basque regional dinner	Church Rooms, Romsey Abbey	TBA	

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