

**THE E&J GALLO® WINERY**  
**PAIRING**  
**FOOD and WINE**  
**SERIOUSLY: IT'S EASIER**  
**THAN YOU THINK**





# NO NEED to worry

## YOU CAN'T GO WRONG

- Don't worry about getting it "exactly right." There's no such thing...  
- *Except in taking their order. Then you really don't want to mess up.*
- Steer diners toward commonly enjoyed pairings.
- Experiment for yourself and see what you like.

## GO WITH SAFE PAIRINGS: PAIR BY WEIGHT

- Some **wines** are **HEAVY** (Cabernet, Zinfandel).
- Some **wines** are **LIGHT** (Sauvignon Blanc, Pinot Grigio).
- Some **foods** are **HEAVY** (steak, hamburgers).
- Some **foods** are **LIGHT** (salad, fish).

*Conclusion: Wine and food pairings match **heavy** with **heavy**  
and **light** with **light**. (told you it was easy...)*



# The Easiest Wine PAIRING TIPS EVER

## THEY ORDER

## YOU RECOMMEND

Spicy

Zinfandel, Pinot Grigio

Hearty

Cabernet Sauvignon, Merlot, Chardonnay

Light

Pinot Grigio, Sauvignon Blanc, Pinot Noir

### *Or, for specific foods . . .*

BBQ

Merlot, Zinfandel, Rosé, napkins

Poultry

Chardonnay, Pinot Noir

Pork

Pinot Noir, Syrah/Shiraz

Beef, Lamb

Cabernet Sauvignon, Merlot, Zinfandel, Antacids

Seafood

Pinot Grigio/Gris, Sauvignon Blanc, Chardonnay

Pasta with Red Sauce

Anything red, possibly a bib?

Pasta with White Sauce

Anything white



# FOOD WEIGHTS

## Light



Salad / vegetables

Potatoes/starches

Fish

Poultry

Grilled vegetables

Chocolate ice cream sandwich

## Heavy

Pork

Beef

## Pay attention

to sauces – they can change where the wine falls on the scale...for instance creamy, tomato-based or beef-based sauces will make a dish heavier, while lemon-oil sauces will make it lighter



# WINE WEIGHTS

**Light**



**Heavy**

- White Zinfandel
- Albariño
- Sauvignon Blanc
- Pinot Gris/Grigio
- Chardonnay
- Pinot Noir
- Merlot
- Sangiovese
- Tempranillo
- Malbec
- Zinfandel
- Cabernet Sauvignon





# Flavor and Texture

## FLAVOR

What You Taste in Your Mouth  
**TASTE!**

- Fruit
- Vegetable or herbal
- Nuts and Spice
- Chocolate
- Smoke (like mesquite BBQ,  
not cigarette)
- Earth (sounds weird,  
tastes good)

## TEXTURE

What You Feel in Your Mouth  
**TOUCH!**

- Smooth
- Rough (not like sandpaper,  
more like crackers)
- Sharp (acidic -- like lemonade)
- Dry



# WHAT DO YOU DO with those flavors and textures?



## COMPLEMENT

The (flavors and textures of the) food and wine are **similar**.

Both the wine and the food have smooth textures.

Both the wine and the food have berry flavors.

Both the wine and the food are spicy.

vs.

## CONTRAST

The (flavors and textures of the) food and wine are **different**.

The wine is smoky, but the Food is acidic.

The wine is sweet, but the food is spicy.

The wine is zippy, but the food is bland.

The wine tastes great, the food is terrible (don't tell the chef that).





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## SAMPLE PAIRINGS

COMPLEMENT  
FLAVOR/COMPLEMENT TEXTURE



Sauvignon Blanc with Broiled Lemon Dill Snapper  
(*Citrus-Herbal / Citrus-Herbal, Tart / Tart*)

CONTRAST  
FLAVOR/CONTRAST TEXTURE

Sauvignon Blanc with Broiled Snapper  
and Tomato / Caper Cream Sauce  
(*Citrus / Tomato, Tart / Smooth*)

Merlot with a hot dog and hot mustard  
(*Smooth/Spicy*)

