

Ep 71: Data Science and AI in the wine industry with MS Candidate Aubrey Terrazas (Part 2)



Janina Doyle 00:00:07 Welcome to Eat Sleep Wine Repeat, a podcast for all you wine lovers, who, if you're like me, just can not get enough of the good stuff. I'm your host, Brand Ambassador, Wine Educator, and Sommelier. So, stick with me as we dive deeper into this ever evolving, wonderful world of wine and wherever you are listening to this, cheers to you!

Hello and welcome back to you all. Now today's episode, I bring you a very interesting and inspiring woman, Aubrey Terrazas. She has worked her way up as a Sommelier in some fantastic Michelin star restaurants. She is currently studying her Master Sommelier exams. Although note, I do call it Master of Wine later on, so slight faux pas, but it's Master Sommelier and she is an entrepreneur having co-founded or founded many different businesses. Most with the focus towards marketing. So she certainly brings a whole wealth of knowledge to this episode. We're certainly going to touch on what it's like to set up a business during well covid times. The difficulty of not being able to get out and about. And so therefore having to be much more focused on digital marketing and working from home. So for those of you in the same boat, or thinking about going down that road, there'll be a few tips and tricks in there to hopefully inspire you and help you along your way. Now, Aubrey knows a lot about data science and is using AI in one of the businesses, which you will find out about as we go on. And so this is all about looking at people's palate preferences and basically having your own virtual Sommelier that can give you other suggestions. So we're also going to touch on that. Aubrey will give a few suggestions of alternative grape varieties that you may want to try in place of a more well-known international variety. For instance, if you like a Sauvignon Blanc, perhaps more from the Loire valley or a French Sauvignon Blanc, that's nice and citrusy and not too pungent and aromatic, you might want to try something like a Verdejo in Rueda Spain, which has these limey grapefruit aromas, and has that kind of medium high to high acidity. It's a dry wine. In fact, Verdejo is very often blended as well with Sauvignon Blanc. But then at the same time, if you're really after a pungent aromatic Sauvignon Blanc from Marlborough New Zealand, as an example, Bacchus, the English grape variety, I think I've talked about this before, can be an amazing alternative. Or perhaps for you red wine lovers, if you like a Zinfandel, well firstly Primitivo in the Southern part of Italy, in the heel, Primitivo is the same grape variety as Zinfandel and funny enough Negroamaro, which is another variety, but grows in Puglia as well in the south of Italy has this really full body, opulent, dark fruit nature. And yeah, if you like a Zinfandel or Primitivo, Negroamaro, for instance might be really good for you. So who doesn't want to have an AI assistant, your own virtual Sommelier, where they can help you find those discoveries? So my question is certainly, is AI the future for the wine industry? Well, certainly Aubrey is going to tell us a lot of how the data science and that AI works in her wine club, but I just want to have a quick touch on what is AI doing for us right now? Like for instance, in the vineyards of Château Clerc Milon in Bordeaux, they have been working with their first vineyard robot and his name is Ted. So what Ted does is he kind of goes around doing some of the more arduous

tasks like weeding. He collects up data, he looks at soil cultivation, but he does that all without damaging the soil, which perhaps taking a tractor or some other agricultural machinery through the vineyard would do. Many wineries certainly believe that soon they will be having these robots that basically can do everything that we can do, but actually better. Looking out for pests and diseases and working out what system is best for water stress and controlling the vigor of the vines and alerting us when there are dangers or problems coming like rain over harvest time, et cetera. And then of course, on the other side, away from the vineyards, you have applications like Vivino, which of course is taking over perhaps wine critics? You know, if you take everybody's reviews and you can work out what something tastes like again, this is another way of using artificial intelligence. So it's interesting to see the advances of the wine industry. But I'm going to go over to the chat with Aubrey now for her to inspire us and share her knowledge on the data science scene. So enjoy the episode.

Janina Doyle 00:05:09 Aubrey, thank you so much for joining me. You're basically a girl after my own heart. I haven't told you this, but first of all, BA in French, well, let's pretend that was Spanish from my side. I believe in anyone who can speak another language has a superpower. So you've already got that under your belt. Please don't tell me you can speak Spanish as well?

Aubrey Terrazas 00:05:27 No, just a very small bit, um, I'm married into a Latino family, so I've kind of turned my ear a bit for it, but...

Janina Doyle 00:05:35 So there you are speaking another language, you have mixed being a Sommelier in the past with being a fitness coach. So for me, turn that into yoga. I'm always mixing wine with yoga. Um, and you're a mega entrepreneur. I mean, I've been looking at the amount of different businesses you've done and I mean, I need to extract some advice. I'm, I'm trying, I'm basically at the bottom of the triangle of entrepreneurship and you're studying your Master of Wine. So somehow you fit it all in. So, um, welcome to the podcast.

Aubrey Terrazas 00:06:08 Thank you so much. Lovely to be here.

Janina Doyle 00:06:10 Thank you so much for joining. So tell everyone listening now, I suppose, right now you've done all of these different businesses. You are, you are the founder of TerraVine agency, which is a digital marketing PR company, right? And you literally packed up your stuff in America and just came over to France. Boom. How, how was that?

Aubrey Terrazas 00:06:32 Uh, yeah. You know, well, as you mentioned, there was a French major and I don't want to date myself too much, but I did graduate sometime ago. A few years. And so I felt like I, um, well one, I did my studies. I did study for a summer in Paris, but otherwise I, um, I graduated from Chicago and so I just never felt like I fully got it and I wanted to spend more time here. Um, but then at some point I met a man and I got married and so I had to convince him that it was a good idea to move to France.

Janina Doyle 00:07:07 Did it take a while?

Aubrey Terrazas 00:07:09 Yeah. Um, but it, as it, as it went actually, um, later when I co founded Palate club, I was coming to Europe quite often, which we'll talk about Palate Club later. But, um, I was coming quite often to look for wines to import, um, and had a few European leads as well for the marketing side. Um, and so it just seemed like it was a good, um, combination of, of life, you know, it was two youngish, married, couple, no kids, and also actually had a legitimate business reason for being

in Europe. Um, but I will say that I moved just on the heels of covid. So it wasn't exactly as I pictured it, in my head.

Janina Doyle 00:07:53 Not this romantic, running your own business, being free with the wind, not at all.

Aubrey Terrazas 00:07:58 Yeah. I was not, um, you know, hopping around to different European cities on short flights. Like I expected or dining out in the Yonne all the time.

Janina Doyle 00:08:08 The advantage isn't it of, I always speak to Americans that we have here in Europe is yeah. Jump on a Ryan air flight, Easy jet. You may be even 50 pound return if you're lucky and you can do that. So yeah. That was your hope. And then that got dashed immediately. No flights, no travel. Huh. And how was setting up a, you are mainly focused wine aren't you? It's a wine marketing PR, but I know you do branch out a little bit, don't you?

Aubrey Terrazas 00:08:33 Yeah. Yeah. I've worked with some financial companies, lifestyle travel, uh, but wine has been my main focus simply because that was my experience prior to marketing is I was a Sommelier for 10 years. Um, and so yeah, I had an agency in California and, uh, we were focused a lot on it just by chance because of our network. It was a lot of California wineries. Um, and then the original kind of idea was to open a European branch. But in the end when I got here, it was just, we were growing really fast, but still a pretty young company. So we decided to kind of split ways. Um, so I agreed to sell the business in January, 2020. So I started the European side in March, 2020. Yeah. It was great. I mean, luckily it is still digital, but you know, we still didn't have the opportunity to go to wine fairs and network and meet people. I still work with a lot of American clients, but, um, yeah, working more with French as well now.

Janina Doyle 00:09:37 But then how did that work having to do everything digitally? Was that a challenge?

Aubrey Terrazas 00:09:42 You know, so much of the work was already digital and I've been working remotely for around four years. Um, so it wasn't as big of a change for me as it might have been for some others. But I think the hardest part is that, you know, I think for a company that's in a niche like mine, a lot of times you, your business development is through networking and meeting people. And so that was the main piece that got taken away. And so I had to be a little bit more creative and put myself out there a little bit more than maybe I had in the past. I mean, there were some digital wine fairs. Maybe you've been to some, but you don't meet people.

Janina Doyle 00:10:22 It's not the same. No, no.

Aubrey Terrazas 00:10:24 It's just some conferences and that's nice and everything, but let's be real. We don't go to the, to the wine fairs to get a conference about glassware, you're going there to, to meet people and to actually taste wine.

Janina Doyle 00:10:35 Absolutely. And it's that bumping into people at a wine fair that, you know, especially if it's someone you really wanted to talk to, and maybe they're quite busy, you grab them, they have to be polite at least for a few minutes, you get that meeting. So you were doing everything generally digitally. Do you have some maybe top tips that you've learned during this last year and a half for how to produce much more valuable content online, to be noticed, to stand out?

Aubrey Terrazas 00:11:03 Yeah, that's a great question. I think the thing that's so many people struggle with is they feel like they're bothering people. Um, and you know, sales and marketing is very hard and no one wants to be a sales person, but, um, you have to put yourself out there. And I think the way that you can do it and still feel ethical in your approach is by creating value, as you said. Um, and so thinking about what your, who your customers are, first of all, and then thinking about what they would want to learn. And so, for example, I, I do talk about wine on my content, but I'm not really someone that's doing a lot of wine education because that's just not my business. That's not what I do. So I like to dig a little bit deeper and have those conversations that are more relevant maybe to business owners and professionals in the industry. Things like, um, packaging, industry trends, um, even things like sales and marketing and you know, that maybe that reaches a smaller audience, but it's the audience that I want to get to. And then I feel good cause that it's something that actually adds value to their lives. It's not, um, only one specific type of business that I like to target or even one type of person. In general I like to communicate with people that are interested in innovating and expanding and growing. Um, because for a marketing and business development agency, you know, you, if someone wants to stay where they are, then there's not really a lot of value that I can add to them. Um, and so even if that's not, that maybe that's a winery or an e-commerce company or a boutique hotel, um, but also maybe that's that someone like yourself that is, that is an entrepreneur that's working on growing their business. And, you know, I've helped some people just with business coaching as well. And that's actually, my favorite relationship is when I can really kind of help a business grow from the start.

Janina Doyle 00:13:05 Oh, I shall keep that in mind. So also as well, I guess for people listening, seeing as you are a wealth of knowledge, you're working from home, you said you'd been working remotely for four plus years. I think motivation is possibly one of the hardest points and getting stuck in front of that computer and just thinking, ah, what would you say again for somebody who's starting their day that needs to get things done? How do you make sure that you stay awake, alert, energized, motivated? Do you have a system of success?

Aubrey Terrazas 00:13:41 Yeah. You know, I think that, especially for people that aren't used to working remotely, that's the hardest part. And especially for working from home, um, you know, it's really easy to get distracted. Like, oh, you know, these dishes need to get done or...

Janina Doyle 00:13:56 It's always the washing machine for me.

Aubrey Terrazas 00:13:58 There's always something. Uh, so I think that it's important to still give yourself some structure, um, so to have a routine. And so maybe that means like, okay, I start my work day at nine and maybe you work a nine to five for yourself and you take a lunch break at one, whatever that might be. Um, and I've had to be a little bit more flexible with my hours because I take so many calls in American hours still. And so, um, which is all right. I'm not working too, too late, usually get done at 7 or 8PM. Okay. Um, but I just start my day a little bit later. Um, and I, maybe I start with like just writing when I'm feeling energized and creative in the morning, but then I take a longer break to exercise and take care of my errands. Um, and honestly as much as we can all love remote work and there's some beauty to it. I personally find myself way more productive when I have a coworking space or an office. And so if you have the means to do so, I think that just getting out in, maybe I haven't had a home office since I've been in San Francisco, so it's been a couple of years. Um, but when you, if you do have the luxury of having an extra room in your home where you can just shut the door. And because I think having a physical boundary helps a lot too.

Janina Doyle 00:15:12 Yep, I made that big mistake. I used to do all of my work on my kitchen table and I would then just move the laptop to the side, make my lunch and sit there and it's terrible, right? And then you're like, and an email comes up. So then you're reading your emails whilst eating, you know, your soup, whatever, for instance. And there's no shut-off time. So now if I have moved to a different room completely, I make sure that that laptop does not follow me into the kitchen for when I sit down and I make sure as well after lunch, I do something either like go for a walk or drink that kind of coffee and just switch off and have a think or, you know, whatever. So that's helped me certainly. But I guess what you're saying: have some structure, be kind to yourself. You have to have a lot more motivation if you're by yourself than if you are in an office space, because it is almost like, it just feels like you're supposed to be working. So that already helps you when you're in a coworking space. I wish I had that. I can feel that.

Aubrey Terrazas 00:16:11 Yeah. I mean, cause even, I mean, I don't, no one is gonna check my hours or anything, but yeah, I know. So I do have an office here in Yonne now and I have someone that I collaborate with a lot. She's uh, she's a graphic designer. Um, well I'll give her a little plug. Why not? Um, so her agency is called, uh, Liz Studio Elcoate and she has, she's a great web designer. Um, she's also focused on the wine industry. Um, anyway, so it's not like she's, I'm not working for her, you know, like I don't have to clock in at nine or anything, but when I get to the office at two, I'm still a little bit embarrassed.

Janina Doyle 00:16:47 Oh bless you, you still can't shake it off. When things are in built into your system from a younger age, that's it. It's not going to go away. Bless you. So tell me now then a little bit more about Palate Club because you were also the co-founder of Palate Club and I think you're still kind of the in-house Somm right? So, so what is Palate Club?

Aubrey Terrazas 00:17:06 Yeah, so Palate Club is it, we just service America right now. So it's a US-based... Yeah. We do have some plans to expand to Europe, but TBD, um, it's a wine subscription startup that uses AI and blind tasting to match wines to your taste.

Janina Doyle 00:17:24 Okay. Love that. So how? How?

Aubrey Terrazas 00:17:26 Yeah, so that that's I think the thing that really differentiates us outside of sourcing artisan wines, whereas a lot of wine subscription companies actually kind of produce bulk wine in America, um, due to the tied house laws, which is, could be a whole podcast, but...

Janina Doyle 00:17:44 Oh God. Yeah, I don't understand them, but I know the laws and wine and wine sales in America is just confusing as hell, but ok yeah.

Aubrey Terrazas 00:17:52 Well to put it very briefly for your UK and European based listeners. Uh, essentially every state functions as its own entity. And, um, it's starting to change now, but with the longest time you could not, as a retailer, ship to any state you wanted, you have to have a license to distribute and ship in every state. And so one way to get around that is if you're a winery, then you can ship pretty much everywhere. Um, and so a lot of these other companies operate as a winery, which means that when they're saying that they're selling Sancerre, that means that they imported bulk juice from Sancerre and then made it in California, put an nice label on it and then shipped it out. Um, so we're actually using real producers, which would even probably be familiar, um, to many people

listening. Um, so that's the first thing. And the second thing is that we've, I think really got the data science part down.

Janina Doyle 00:18:53 Okay, and this is what I want to know. How do you use effectively AI and look at this data science to work out the perfect profile for a wine consumer?

Aubrey Terrazas 00:19:06 Yeah. And you know, it's, it hasn't been easy because wine is so subjective, right? So how do you take the subjective experience, like wine and make it objective, where you find the traits and the nuances of someone's palate to be able to match wines to their taste? Um, so the way that we did it is, myself and a couple of other Advanced Sommeliers, um, basically broke down around 200 traits that could be found in wine. And then we worked with some data scientists in Paris to create an algorithm. So every time that we bring a wine into our portfolio, a sommelier... And so you mentioned Master, I'm actually on the Master Sommelier track rather than Masters of Wine.

Janina Doyle 00:19:51 Oh Master Sommelier. Sorry. Apologies.

Aubrey Terrazas 00:19:54 No apologies. Um, they're, you know, I think they're both equally prestigious. Um, but the, the only reason why I mentioned that is because the tasting method is a little bit different for Master Sommeliers. And we've kind of used that structure. So that way there is some, um, level of consistency when people are tasting.

Janina Doyle 00:20:13 Okay, so what is that? Yeah. I'd love to know a little bit more about that tasting structure for Master Sommelier and then obviously how you've incorporated it?

Aubrey Terrazas 00:20:22 Yeah. So the main difference is that the WSET and Masters of Wine program, first of all, it's written and you're still looking for a lot of the same elements, but there is as, um, for the Master Sommelier, you're generally blind tasting wine and trying to identify it in about four minutes. And so it's, um, you know, we've, we've kind of learned what the scale of tannin and acid is, um, within this world. So for example, you know, like a Barolo is going to be high tannin, but then maybe, uh, uh, left bank, Bordeaux is going to be medium plus tannin. And then even for, for things like sweetness, that can be a little bit subjective as well, but, you know, like, uh, an Auslese Riesling is going to be maybe medium, um, medium plus sweetness. Um, whereas like a Tokaji is he's going to be sweet. And so anyway, we have this, we've kind of learned this, this scale as well as we've learned to identify the traits really quickly. Things like, um, cause I mean, when you're tasting wines, basically we, we go through and we identify the traits that are in the wine that we purchased for the club. Um, and usually there's around 40 traits that we identify. So we are looking for those structural elements, sweetness, fruitiness, complexity, tannin, acid, alcohol, um, bitterness for whites, oak. And then we are also looking for ripeness of fruit, as well as any aromatic elements there, like, um, earthiness, red fruit, um, black fruit, whatever, um, minerality. And so we've entered all of that in. As the customer, you don't have to know about blind tasting, don't worry, you just rate the wine, how you like it, one through five stars. And it's really that simple. Once you've have rated four wines, then that's enough data for us to start creating a profile. But then as you continue to get wines, um, with your subscription, you can continue to rate them in the app. And it kind of works in a similar way to Netflix where we start to learn more nuances. And so we weight things differently based on how you're rating things. So if we see a pattern, for example, that you're always rating wines with high acid, five stars, but then maybe your fruit profiles kind of all over the place. Like sometimes it's ripe sometimes it's tart, sometimes it's red fruit,

sometimes it's black fruit. We'll be like, okay, well she wants high acid wines. So that's going to be more important for our selection than, um, the fruit profile.

Janina Doyle 00:22:55 Wow. Okay. That's really, really interesting. Okay. Amazing. So every time the blind tasting box comes, they have four wines and then every time the subscription box arrives, it's another four wines each time?

Aubrey Terrazas 00:23:07 Um, well the first, so the, um, you can create your profile either by taking a quiz or by doing the blind tasting box, which is four half bottles. And those are meant to be polarizing, um, to kind of like learn your palette a little bit faster. But then after that you can create a subscription for full size bottles. So it could be, you could get a case every month, if that's your thing, or you can get four bottles every three months. Um, so there's a range, but there are, they are shipped blind and you can continue to rate them. And we'll learn more about your palette over time.

Janina Doyle 00:23:39 Oh, that's amazing. So they are shipped blind, but does, is that like they're in a sleeve and then you can take it off afterwards and actually look at the bottle once you've finished. This is so much fun. Um, can we please get, can we please get this in the UK?

Aubrey Terrazas 00:23:50 Yeah, I think that, I think that they would love it there.

Janina Doyle 00:23:53 Uh, yes we would. Um, I'm vouching. We would. Now have you used this data science on yourself? Have you, have you done the quiz? Have you played with it to see if actually the algorithm tells you what you were expecting to find? So what did the algorithm tell you? What do, what **do you like in your wine?**

Aubrey Terrazas 00:24:13 I, well, for, um, for reds, I tend to like, um, kind of medium plus structured wines. And I tend to like, um, maybe on the medium scale of ripeness, but with a lot of complexity and a lot of other earthy elements. So things that I saw on my profile were things like left bank Bordeaux and, um, Northern Rhône Syrah showed up on my profile a lot. Um, and then for whites, I like things a little bit, honestly. Like I, I love a good crisp wine, but I do tend to enjoy kind of like a rounder aromatic style like Condrieu and even white Burgundy. I'd say that's pretty accurate.

Janina Doyle 00:24:55 Whites, you are versatile. Interesting. Okay. Let's just for people listening. You mentioned a Left Bank Bordeaux or a Northern Rhône, both French. You are very biased. You are living there!

Aubrey Terrazas 00:25:07 Actually, Italian wine was on there too.

Janina Doyle 00:25:10 Oh, okay. Okay. Well, I was going to say, could you possibly give people a suggestion if they like Left Bank Bordeaux and they want to come out of France, where do you feel you should send them? What do you think? So to stick with that palate?

Aubrey Terrazas 00:25:23 Yeah. Well, you know, so we do have some real interesting wines from the Thracian Valley in Bulgaria.

Janina Doyle 00:25:29 Okay. Interesting. Yeah. I did a podcast on Bulgaria a few months ago. I think the value coming out of Bulgaria is insane. It's really fantastic. Okay. Yeah. Cause they do have that beautiful fruitiness, but then also a little bit of earthiness and some, I don't want to quite go as far as

rustic tannins, but there's, there's that element that certainly I noticed with the very small amount of Bulgarian wines I've tried. So carry on. So what did you find with your Thracian wines?

Aubrey Terrazas 00:25:59 Yeah. I think very similar to what you just said. I think it has kind of this nice balance between there, I think as you mentioned, it's a little bit riper than Bordeaux, but it's not a very, it's not like drinking a Napa Cab by any means. And it also has so much minerality and floral notes. And also I find that I've had a little bit of sort of like that peppery, um, roasted bell pepper at times in Bulgarian wines, which is really characteristic of Bordeaux. And the structures is not too far off.

Janina Doyle 00:26:27 Okay. Interesting. Now what if somebody is an, likes to drink Northern Rhône Syrah? So what would, where, where would you like to send them for a new experience around the world?

Aubrey Terrazas 00:26:38 Well, so this might throw people off a little bit, but there are some areas of, of Australia that are making, um, actually kind of like a lot earthier style, like from Heathcote, a cool climate Syrah from California or Australia, um, works really nicely.

Janina Doyle 00:26:55 Okay. So there we go. So that gives people a few ideas where to go. Now in terms of working as a Sommelier, I remember this is effectively, this AI is like being a virtual Sommelier, isn't it, like picking things out. Did you find that there were specific questions that would often come up?

Aubrey Terrazas 00:27:14 You know, to be honest, I think that people are really shy when it comes to asking questions for wine. And so I think that they, the biggest problem is people don't know which questions to ask.

Janina Doyle 00:27:25 Where to start.

Aubrey Terrazas 00:27:26 Yeah. And that's another thing that we were trying to solve as well, because it is really confusing. You know, it's, people are kind of embarrassed to, to say anything, uh, and they don't have the vocabulary that, that you and I might have to be able to say, you know, I'm looking for a high acid red with blah, blah, blah, blah. And so they just know, they might say, oh, I really like a Cab or I really like a Pinot. And then, you know, as my Somm brain is like, well, is that French or American? Cause that's really different.

Janina Doyle 00:27:59 How fruit driven do you like this style?

Aubrey Terrazas 00:28:02 Um, so I think that, um, part of Palate Club is also kind of mirroring the hospitality that a Sommelier provides. And by just, you can just tell me what you like, and then I can steer the conversation to really kind of learn what it is you like about that wine. Is it because of the bright red fruit? Is because of the structure? Is it when you say you like a Pinot from California, are you thinking really oaky big one, or are you thinking like Sonoma coast where it's, it's tart fruit and high acid. So it's starting to learn those characteristics so people can find the dialogue to actually describe the wine. So even if you're not ordering Palate club wines, like UK listeners can take the quiz and they'll still have the, the profile and the recommendations. And so that way, if they go to a wine shop, they can say like, you know, I'm really, I am, would be interested in trying, you know, like this Xinomavro from, from Greece and I'm looking for something that has, you know, medium plus acid, high alcohol, dah, dah, dah, and then the expert can hopefully guide you from there

Janina Doyle 00:29:11 Just for everyone listening, Xinomavro if you haven't tried it, why haven't you? It's amazing. And the best way. Absolutely. Right. Again, it's now like a Sommelier secret isn't it? For anybody, I did do a Greek podcast again, going back a few months so you can find it, but Xinomavro the best way to describe it is if, um, Burgundy, so like the Pinot Noir grape had a love child with Nebbiolo grape from Barolo and they came together and they also threw in a little bit of like sun dried tomatoes. That would be it. That's kind of the best way to describe Xinomavro, but it's stunning. And anyone, I did a wine tasting, a private wine tasting actually this weekend with Xinomavro, which is really interesting that you, you brought this up and...

Aubrey Terrazas 00:29:54 That was a great description by the way. That was perfect.

Janina Doyle 00:29:55 Thank you very much. Well, I literally did the tasting last week, so it's literally in fresh in my mind, so cheating slightly, but, but every one at the table, there was a group of ladies celebrating their 50th said, before they tried it, they were like, oh, but Greek wine, it's normally just like really thick and sweet and, oh, it's not good. And I thought, you know, this is the problem, you know, very often, I guess people go to Greece, maybe they stay in an all-inclusive resort. They get given the very worst stuff and they have no idea, the wonderful structure, fruit flavors, balance, and quality that's coming out of Greece right now.

Aubrey Terrazas 00:30:28 Yeah. When we were talking about quality, I mean, I think that the, um, the value in Greece is crazy. You can get a world-class wine for maybe, you know, 10 pounds.

Janina Doyle 00:30:38 And I was also serving, Assyrtiko, which of course is the grape variety of Santorini but it was from Crete, and it was from the winery Lyrarakis and I just I've said to anybody and anyone listening, go and get some wine from Lyrarakis. Certainly for us in the UK, you can actually even get their own versions in Majestic. They are in Waitrose, so like Waitrose is kind of like our higher end, uh, supermarket. And there's loads of examples online. And these are the guys that have like rescued all these amazing extinct varieties from the Crete Island, which is very different from the mainland and all the other islands. It's very separate. And they brought all these different grape varieties back from extinction. So like Plyto grape variety and Vidiano. Grape varieties that no one would have ever heard of. So it's just a, a world of grape exploration if you go to Crete, so they go, Lyrarakis everyone. Go to that winery, try that out from Crete, a little plug for them, bless them, but they deserve it. Right. I'm getting off track. Sorry. But then I guess, you know, we're just here to recommend wines aren't we?

Aubrey Terrazas 00:31:42 Yeah, and it is also a great place to, to holiday.

Janina Doyle 00:31:45 I have been to Crete, but unfortunately I was 18 years old and it wasn't the kind of holiday where you would remember the nature and the terrain. So I still need to go, but apparently they say that, you know, Greece, I mean, this is the oldest country of wine culture, not the first country to ever make wine, but if you ever want to experience wine culture, they believe that it would have started in Crete. So, you know, they probably picked up their wine making techniques from the Egyptians and it came to, to Crete. So yes, you can get some sun, some beautiful food and taste, amazing wine and learn some history all at the same time. It's on my list when traveling becomes very easy again, hopefully soon. Oh, now before finishing, I wanted to ask you about your podcast because you're doing a podcast as well, it's the new in thing, you know, all the cool kids are doing it. Right. So you're doing a podcast yourself. What's that about?

Aubrey Terrazas 00:32:40 Yeah. So the podcast is called Think and Drink. I have a co-host. Who's not in the wine industry actually. She's, she's lovely and brilliant. Um, she was in finance, but also has a rich background in arts and entertainment. She's a semi-professional salsa dancer, her names Alison.

Janina Doyle 00:32:58 Okay. I'm jealous of everyone, I just want to...anyway.

Aubrey Terrazas 00:33:00 Yeah. Um, but yeah, so our, it's not strictly a wine podcast so much, but it is the type of conversation you might have with a friend over a glass of wine. So we're interviewing people in niche industries that have ideas about impact and innovation to kind of progress and, um, innovate within their industry. The point is really to get people inspired, motivated whether you are a solopreneur, startup or even just a professional, to just feel, you know, kind of like you have, uh, an opportunity to create change from where you are.

Janina Doyle 00:33:38 Love that another inspiring podcast I will make sure to tune in. Now it's called Think and Drink, right? Amazing. So yes. Welcome to the podcast world.

Aubrey Terrazas 00:33:47 Thank you.

Janina Doyle 00:33:52 Data science is certainly on trend right now. If you Google search it, you can see the popularity. It's huge. There's loads of data scientists, jobs, and it's certainly being used to good effect it seems in the wine industry. So maybe this episode has motivated you to come over to the analytical side of the wine world, or in fact, start up that new business. Things are certainly changing. The future of wine is blank. Enter word here. Now, I hope you enjoy these episodes being split into part one and two. You probably notice that part one is much more focused on my guests and their story and what they're doing. So I hope that gives you a greater insight into the wine industry, not just about wine and the wine regions, but do, let me know if you're enjoying it this way. So email me janina@eatsleepwinerepeat.co.uk and it's Janina with a J, or go on Instagram and direct message me @eatsleep_winerepeat. So finishing off with a wine quote of the week, actually it's a few wine quotes. I'm going to squish them together because well, you know, they're all gold and I want to finish this podcast, motivating you and making you feel inspired. So these quotes come from one of my favorite wine entrepreneurs. And actually, if anybody has listened to episode 64, that was the wine communication episode, you'll realize that Gary Vaynerchuk, at the time, I wasn't sure if I liked him or not. Turns out since that episode, I do. I love him a lot. So as Gary Vaynerchuk has said:

“You have to understand your own personal DNA. Don't do things because I do them or Steve Jobs or Mark Cuban tried it. You need to know your personal brand and stay true to that. Look yourself in the mirror and ask yourself, what do I want to do every day for the rest of my life? Do that. Your legacy is being written by yourself, make the right decisions.”

Right, wine industry or not wine industry, make the right decision with a good bottle of wine. But I hope that has made you feel like whatever you need to do this week, you can do it and do it better than everyone else. Thank you as ever. That's the end of today's episode. Next week is part two, of course, with Aubrey. And we are talking about Bolivian wines. Yes. The wines of Bolivia. And you will find out next week, why Aubrey is talking about Bolivian wines. So do like this episode if you can, subscribe to the podcast, if you haven't already and leave your comments, if possible, it makes the podcast more discoverable. Share with all your wine loving friends, you know what to do. And I am raising a glass to you. Until next week, cheers to you.