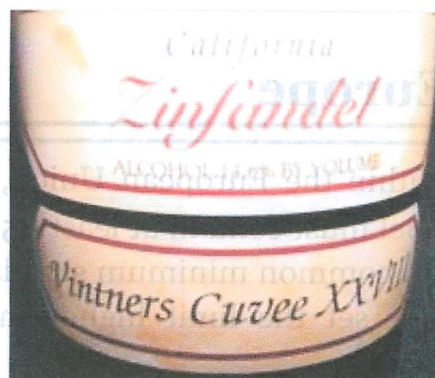




Varietal

A **varietal wine** is a wine made primarily from a single named grape variety, and which typically displays the name of that variety on the wine label.^{[1][2]} Examples of grape varieties commonly used in varietal wines are Cabernet Sauvignon, Chardonnay and Merlot. Wines that display the name of two or more varieties on their label, such as a Chardonnay-Viognier, are *blends* and not varietal wines. The term is frequently misused in place of vine variety; the term *variety* refers to the vine or grape, while *varietal* refers to the wine produced by a variety.^[2]



A varietal Californian wine, a Zinfandel.

The term was popularized in the US by Maynard Amerine at the University of California, Davis after Prohibition seeking to encourage growers to choose optimal vine varieties, and later promoted by Frank Schoonmaker in the 1950s and 1960s, ultimately becoming widespread during the California wine boom of the 1970s.^[2] Varietal wines are commonly associated with New World wines in general, but there is also a long-standing tradition of varietal labelling in Germany and other German-influenced wine regions including Austria, Alsace, and the Czech Republic.

Marketing relevance

The alternatives to the marketing differentiation of wines by grape variety are branded wine, such as Hearty Burgundy, or geographical appellations, such as Champagne or Bordeaux. The poor quality and unknown provenance of many branded wines and the multitude of potentially confusing appellations leaves varietal labeling as perhaps the most popular for quality wines in many markets. This is much less the case in places where appellations have a long and strong tradition, as for instance in France. In the past, the grape variety was very uncommonly mentioned on the labels of French wine bottles, and was forbidden for almost all AOC wines. New World varietal wines from newcomers like Australia and Chile have made a significant dent in traditional French export markets like the UK, and so the French are adopting varietal labeling in some cases, particularly for vin de pays.

Australia

Australia has virtually completed a three decade long transition from labelling by style, e.g. "claret", "burgundy", "hock", "chablis" to a varietal system. While this has been done in response to pressure from the EU, particularly France, it has paved the way for growing interest among Australian consumers for so called alternative varietals, such as Pinot grigio / (Pinot gris), Sangiovese and Tempranillo.

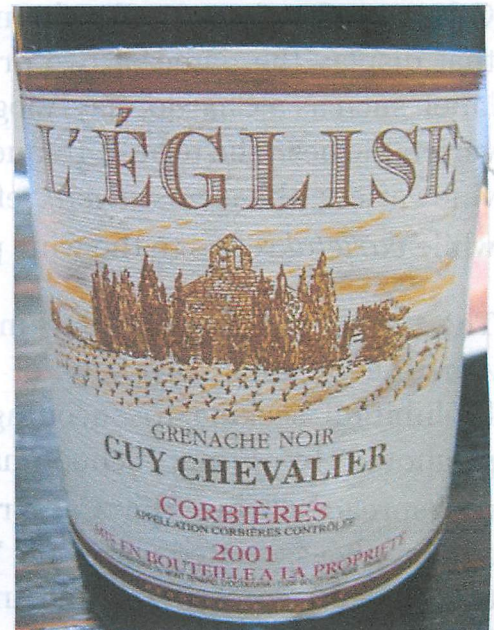
Europe

Within the European Union, a wine using a varietal label must contain at least 85% of that variety.^[3] 85% is a common minimum standard; national regulations may set the limit higher in certain cases, but not lower.

France

In most regions of France, terroir is thought to surpass the impact of variety, so almost all French wines traditionally have no variety listed at all, and would in many cases not be allowed for AOC wines. Champagne, for instance, is typically a blend of Chardonnay, Pinot noir and Pinot Meunier, but this is not indicated anywhere on the label. In Alsace, winemakers adopt the German custom of varietal labeling.

In recent years, varietal labels have become more common for French wines. Most of these wines are Vin de pays rather than AOC wines, but varietal names are also seen on some regional AOCs.



French estate bottled wine from the Corbières AOC in the Languedoc-Roussillon that features the grape variety Grenache noir on the label. Unique for French wines

United States

In the United States, the Alcohol and Tobacco Tax and Trade Bureau regulations specify a minimum variety content of 75% of the labeled grape, for Vitis vinifera wines, and 51% for Vitis labrusca wines.^[2] There is no restriction on the identity of the balance. Many states in the United States require specific compositions to qualify for sale under a particular varietal labels. For example, in Oregon, wines subject to its regulation must be identified by the grape variety from which it was made, and certain varietals must contain at least 95% of that variety, although the new "Southern Oregon" sub-AVA allows for the minimum 75% figure.



WHITE

KRONE BOREALIS VINTAGE BRUT

In 2012, brother and sister Svend and Abigail Rands bought the 300-year-old Twee Jonge Gezellen wine estate in the historic town of Tulbagh. It's here that they craft Krone, their collection of vintage-only sparkling wines made using the complex traditional method – or Methode Cap Classique, as it's known in South Africa. These wines capture the unique qualities of each year in the vineyards, preserving the specific moment of each harvest within the bottles. And this is the collection's flagship cuvée. Cooler-than-average temperatures around harvest time have made the 2021 vintage particularly fresh and bright, with flavours of melon, peach and pineapple. You'll also find biscuity notes from 18 months of lees ageing, plus a crisp, saline minerality that makes this an ideal pairing for fish and shellfish dishes.

KRASNO PINOT BIANCO

13%

Brda is Slovenia's most westerly wine region. Its rolling hills and steep slopes mirror those of Friuli, which sits immediately across the border in northern Italy. The terrain is so similar that some winemakers even have vineyards in both countries. With an Alpine influence and maritime climate, white wines here are deliciously crisp and aromatic. The key difference is Brda offers incredible value for money, since it's not half as well known as its pricey, world-renowned neighbour. This exclusive Pinot Bianco comes from Krasno – a longtime Majestic-favourite producer – and it sells out each time we get our hands on it. If you love refreshing whites like Chablis, this should be high on your list of new discoveries. Expect lively and fruity notes of citrus, green apple and zingy grapefruit. It has a mouthwatering minerality, making it a great choice for fresh seafood.

LYRARAKIS ASSYRTIKO

13%

Take a sip, and you'll see exactly why Assyrtiko's known as Crete's answer to Chablis. Bone dry. Fresh. Aromatic. This is a perfect first step into the world of Greek wine. Discover wild aromas of meadow flower and yellow orchard fruit, backed by a heavy dose of minerality. Divine with oysters.

QVEVRIS RKATSITELI

Tbilvino is one of Georgia's most important wineries. For over 60 years, they've been dedicated to showcasing the best of their country's wines and native grape varieties, using both traditional and modern techniques to produce a wide range of delicious styles. This white is made with Rkatsiteli, believed to be one of the oldest grape varieties in the world. The juice is fermented with the grape skins in 'qvevri' – clay pots buried in the ground – resulting in a beautiful amber colour and rounded texture, plus aromatic notes of apricot and pear. Thanks to its fuller body, it'll make an excellent match for smoky lamb dishes.

12.5%

Home > Wine > Countries > Eastern Europe & Rest Of World >



Sorcova Pinot Noir

"Gorgeous flavours, almost syrupy in concentration"

★★★★☆ 31 reviews

£9.00

Add

Buy a case of this wine

x6 £54.00

Add 6 bottles

x12 £108.00

Add 12 bottles

Wine at a glance

A light-bodied Romanian Pinot Noir with notes of spiced cherries and red plums. In Jane MacQuitty's Top 100 Summer Wines. Selected by Marien Rodriguez, Partner & wine buyer – England, Wales & rest of the world



Light

Full Bodied

Body: Medium

Country	Region	Vintage	Grape	Size	Alcohol Vol.
Romania	Banat, Romania	2022	Pinot Noir	75cl	13%

More information

+



A note on vintage

Please note, when a vintage is displayed we make every effort to ensure the vintage you receive is the same. With selected

bottles, constantly refreshed stock can result in a more recent vintage being supplied

★★★★ 4.2 36 Reviews



Search question & answer topics



Reviews

Rating overview

Select a row below to filter reviews.

5 ★	<div></div>	21
4 ★	<div></div>	8
3 ★	<div></div>	2
2 ★	<div></div>	3
1 ★	<div></div>	2

Average customer rating

Overall ★★★★★ 4.2

Most helpful favorable review

★★★★★

Herschel · 4 years ago

Sofia Sophistication with an affordable price tag

This is a rebuff in a glass to anyone who turns their nose up at Romanian wine. It's an absolute bar... [Show full review](#)

[See more 4 and 5 star reviews](#)

Most helpful critical review

★★★☆☆

JohnnyBurgers · 5 years ago

Had an odd touch of effervescence

Our bottle seemed to have just the lightest touch of effervescence that I couldn't quite get over. I... [Show full review](#)

[See more 1, 2 and 3 star reviews](#)

1-3 of 36 Reviews

Sort by: Most recent ▼



Salso

★★★★★ · a month ago

Ely Cambs.

Beautiful wine, my favourite red by a mile!

Review 1

[Home](#) > [Wine](#) > [Countries](#) > [Austrian Wine](#) >



Lentsch Zweigelt

"With cherry fruit aromas and a hint of plum"
No reviews yet

£10.00

Add

Buy a case of this wine

x6 £60.00

Add 6 bottles

x12 £120.00

Add 12 bottles

Wine at a glance

A deservedly popular Austrian red that's perfect with pizza, pork, chicken or chargrilled vegetables. The wine is smooth to drink with juicy red-fruit and peppery flavours.



Light

Full Bodied

Body: Medium

Country	Region	Vintage	Grape	Size	Alcohol Vol.
Austria	Burgenland	2022	Zweigelt	75cl	12.5%

More information



A note on vintage

Please note, when a vintage is displayed we make every effort to ensure the vintage you receive is the same. With selected bottles, constantly refreshed stock can result in a more recent vintage being supplied

★★★★★ 4.7 [3 Reviews](#)



Search question & answer topics



Reviews

Rating overview

Select a row below to filter reviews.

5 ★	<div></div>	2
4 ★	<div></div>	1
3 ★	<div></div>	0
2 ★	<div></div>	0
1 ★	<div></div>	0

Average customer rating

Overall ★★★★★ 4.7

1-3 of 3 Reviews

Sort by: Most recent ▾



Mike T

★★★★★ · 11 months ago

York

Smooth and flavoursome

Review 1

Well done Waitrose for adding an Austrian red to the list. This is excellent at the price. Lots of succulent cherry notes - an easy drinking example.

Recommends this product ✓ Yes

Katzgirl

★★★★★ · 11 months ago

Milton Keynes.

Delicious Austrian red wine

Review 1

This is one of the most popular red wines in Austria. It's a delicious cherry red wine that easily goes with pizza or meat and grilled vegetables. Its not easy to find in the UK unless you shop at Waitrose.

Recommends this product ✓ Yes

Boptollooks

★★★★★ · a year ago

Sheffield

Excellent Wine to the Waitrose Range.

Review 1

Having been to Austria on many occasions and sampled their lovely cuisine and wines, this is an excellent addition to their range. A big YES from me.

Recommends this product ✓ Yes

Home > Wine > Countries > New Zealand Wine > Marlborough Wine

Offer



The Ned Pinot Noir

"A classic fruit-driven Marlborough Pinot Noir"

★★★★☆ 3 reviews

£12.00 ~~Save £3.00 Was £15.00~~ Offer ends 30/09/2025

Add

Buy a case of this wine

Price includes saving of £3.00 per bottle

x6 **£72.00**
Save £18.00 Was £90.00

Add 6 bottles

x12 **£144.00**
Save £36.00 Was £180.00

Add 12 bottles

Wine at a glance

Smooth, light-bodied with toasty, smoky oak notes all balanced by raspberry and cherry fruits and a subtle savoury edge. A great wine for enjoying with duck breast.



Light

Full Bodied

Body: Medium

Country	Region	Vintage	Size	Alcohol Vol.
New Zealand	Waihopi Valley	2021	75cl	13.5%

More information

Closure

Screw Cap



A note on vintage

Please note, when a vintage is displayed we make every effort to ensure the vintage you receive is the same. With selected bottles, constantly refreshed stock can result in a more recent vintage being supplied



3.3

4 Reviews



Search question & answer topics



Reviews

Rating overview

Select a row below to filter reviews.

5 ★	1
4 ★	1
3 ★	1
2 ★	0
1 ★	1

Average customer rating

Overall ★★★★★

3.3

1-3 of 4 Reviews

Sort by: Most recent ▼



Spike103

★★★★★ · 10 months ago

London

Very Nice!

Review 1

As Above. Very Nice.

Recommends this product ✓ Yes

MWgolfan

★☆☆☆☆ · a year ago

Lincoln

Sweet not impressed

Review 1

Like the one called jammy dodger or similar how can their white be so good and the red so bad. Avoid.

Recommends this product ✗ No

Gerald B

★★★★ · 3 years ago

Reading

Not my favourite NZ Pinot

Review 1