

Wine Forgery 3

Do you buy more expensive wine for special occasions? If yes, what are the occasions?

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1. Unjumble the questions, then listen to the clip and answer them _____

1) /does/ /like/ Rosie /what/ wine/ (coz "that's how sophisticated she is")?

2) /an Adelaide vineyard/ what /the name/ wine from /of/ the/ is/?

3) /will get/ Rosie /what is /of the wine / / the name/ usually?

4) /Jacob's Creek/how / is a/ much/bottle of/?

5) /a bottle / much is/ of Bird in Hand/ how/?

6) /buying Bird in Hand /how / when she's /Rosie feel/ does /?



"This fifth wine has bright apple and pear notes, with just the barest hint of a blinding headache."



2. Listen to the snippet _____

How much was the wine allowance Rudy was presumably getting from his family?

What rumor did Rudy start about his family's wealth?

3. Listen to the snippet and match the parts of the chunks

blew everybody away

how refined his

became their

ultimately he ended up

cemented himself as

going on these really big

blowing millions and

buying up all

having a huge impact

was starting to drive the

once he was in

strategy for figuring

to get people to spend

becoming their guru

a really major player

spending sprees

with his talent

palate was

mascot

out a way

more on fine wines

millions of dollars at a time

on the entire wine industry

of this wine

price of wine up intentionally

with the crowd

4. Read the chunks and try to find the correct place for each one in the transcript.

the oldest wine store

"lick it up", nice and loose

, a big dick contest

this sort of gross culture

in front of your friends

try to goad men

very aggressively masculine

People were buying these really expensive wines at auctions which was

_____ that had emerged in the 1990s. It was this way of showing
off just how rich they were _____ and colleagues.

And there was a place called Acker Merral & Condit which is _____ in
America. And they came up with a very smart strategy of holding their auctions in fancy
restaurants and serving bottles of the super fancy wines so that people would get all



_____ and then they'd be
more happy to spend way more money on wine than
they'd thought that they would.

Even the auctioneer would get drunk during these
auctions, and he would say all these things to _____ into spending more and
more money on wine by calling them pussies or telling them that they would guarantee to get
laid if they'd bought certain bottles. It was really disgusting and
_____.

It's like with cars _____.

Listen to the clip and check _____

5. Transform the words in brackets into matching parts of speech.

Now, an important part of the story is the very clever thing that Rudy did next, which was
start a _____ (*crazy*) for Burgundy. And burgundies were the target that Rudy
chose to make the next big thing because they were
_____ (*relative*) cheap at that time. Burgundy
wines come from the Burgundy region in France, for the
most part they just Pinot Noirs if they are red and they are
Chardonnay if they are white. They'd been really _____ (*popular*)





from the 1960s onwards, so they were fairly _____ (*afford*), but Rudy's plan was – go and buy up as many Burgundies as he _____ (*possible*) could and then start spreading the word that people who were “true die-hard-winer” loved Burgundies.

So, he made sure that there was an increase in demand while he was controlling the supply and hanging on to as much of it as he possibly could.

And the value of Burgundy rose _____ (significant). In a ten-year period a bottle that you could get at the beginning that might have cost like \$400 dollars ended up being _____ (*worthy*) \$13000 because of the “Rudy effect”.

Listen and check _____

6. **Listen to the snippet once** _____. *How much did Rudy's house cost? How did Rudy persuade people to buy the wine he recommended?* **Read the lines, then listen again and tap out the things that are NOT relatable to Rudy in this clip.**

Was constantly frantically moving money around in attempt to keep his debt at bay.

He was the king of the wine world.

Was getting very-very extravagant gifts.

Was driving a Bentley.

Was filing lawsuits for defamation.

Was wearing custom Hermes suits.

Everyone loved him, everyone trusted him.

People distrusted him.

Was throwing these super-super lavish generous parties.

Has gone through the hard yards.

Had a house in Boston.

Was doing very ostentatious things.

Was driving a Bugatti.

Was lending money his friends and acquaintances.

Was moving a lot of lines of credits around.

