



PinotFile

The First Wine Newsletter Exclusively Devoted to Pinotphiles

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*Pinot Noir is
Sex
in a Glass*

FOR IMMEDIATE RELEASE: EXCLUSIVE TO THE PINOTFILE

Pinot Noir Found to be Main Ingredient in Viagra

April 1, 2011, (CA): A consortium of distinguished Pinot Noir winemakers in California have released the startling results of clandestine research carried out over the past five years. Deep in the wine cellars of several prominent wineries, chemical analyses have been secretly carried out and have revealed that Pinot Noir extract is the primary ingredient in Viagra. Everyone knew it was a “manly” thing to make Pinot Noir, and now we know why.

The scientific literature for years has hinted about the link between human sex pheromones and Pinot Noir. It is well known that substances in Pinot Noir are closely related to male pheromones. Pheromones are chemicals released outside the body by an animal as an odor and can influence the behavior of other members of the same species. The term, pheromone, is derived from the Greek words “phero” and “horma” meaning “carry stimulation.”

All the aromas in the Pinot Noir grape like spice, musk, earth and barnyard are associated with the principal male smell, andosterone. Truffles, vanilla and oaky smells of Pinot Noir aged in French oak barrels are also andosterone-like. These smells can unlock powerful memories (the olfactory glands in the nose are directly connected to the frontal lobes in the brain which contain the emotional centers) and open the door to lust and desire.

Winemakers have discovered that Viagra contains an alcohol-free extract of a very musky and virile Pinot Noir clone known as the Clooney clone, apparently smuggled into this country from Europe disguised as a Dijon clone. In the commercial processing of the grape, it was evident that the cold soak was omitted for obvious reasons. The manufacturer of Viagra, Pfizer Pharmaceuticals, apparently added cyanidin-based compounds to make the pills blue, obscuring the burgundy color associated with its main ingredient, Pinot Noir.

After this discovery, the Prince of Pinot sadly remarked, “I always knew Pinot Noir was liquid Viagra, but I wish I had thought of putting it in pill form first.”

Pfizer Pharmaceuticals, the maker of Viagra, refused comment (sour grapes).