

# Wine 101

*Mastering Wine Tasting Events*



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# WINE 101

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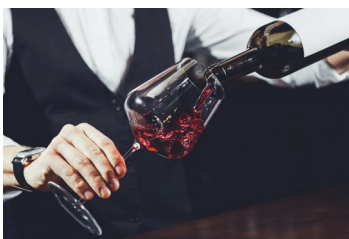
HOW TO TASTE AT CONSUMER EVENTS

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## Chapter 1

# WINE TASTING 101: HOW TO TASTE AT A CONSUMER EVENT



In many major cities of the USA, producers from important wine regions bring their wines for people to taste at consumer events.

Usually organized by officials representing the region, these events take place in a variety of venues, typically restaurants.

Most commonly, these early evening events consist of a “walk around tasting.”

This means that the guest receives a glass and a “tasting booklet.” Inside the booklet the guest will find information about each producer, as well as tasting notes and details about the wine.

These details can include the grape variety used, the type of soil in the vineyard, and how long it was matured in wood, cement, or stainless steel.



### **What to Bring to a Wine Tasting Event**

Guests should expect to walk into the event and find everything they need. The price of the ticket (usually ranging from \$50 to \$75) often includes snacks like cheese and crackers along with the wine.

Sometimes you might even find hors d'oeuvres. Yet there might not be any food at all, so it's best to have a light dinner before you arrive.

The venue almost always provides water, either in small bottles or in a dispenser. Yet if you have a distinct water preference, you may prefer to take your own small bottle.

Every wine tasting event will have empty buckets available for spitting, placed either where the wine is being served or at a nearby table.

Yet you may want to bring your own personal "spit cup" for convenience. An empty paper coffee cup is fine for this purpose.



## How to Taste Wine

When you approach a table, politely greet the person behind the counter. Typically this will be the winemaker, but it could be the producer, winery owner, or a winery employee.

After the greeting, you may present your glass. You will be poured a small amount of wine. Before bringing the wine to your lips, observe the color of the wine.

This often provides a clue to the grape variety as well as the age of the wine.



You may want to sniff the wine, then make a mental (or physical) note about its aroma. Finally, take a very small sip of the wine. Professional wine tasters rarely swallow the wine.

They are able to get a sense of its texture, acidity, and quality of the tannins (if a red wine) by just swirling it around in their mouth. Do not be shy to spit the wine into your cup or the bucket at the table. It is expected behavior.

When you've finished tasting the wine, you might want to read more about the wine in your tasting booklet. Beyond listing the grape varieties, the notes often include information about the soil and how the wine was made.

Feel free to ask the person behind the table any question you might have about the wine. They will be flattered by your interest.

### **Taking Notes**

Use your tasting booklet to make notes about the wine. Or invest in a small notebook just for the purpose of making notes about the wines you taste during these events, or other wine drinking occasions.

Typical things to note include the name and producer of the wine, and the vintage year. Many like to spin the bottle around and see what company or individual is distributing or importing the wine.



You might also like to make notes about the taste of the grape variety/varieties, the level of acidity (high, low, medium), the quality and texture of the tannins (soft like velvet, abrasive like corduroy).

Also important is the length of the finish, which means how long the flavor of the wine remains as it travels down your throat.

## Finding Wine Tasting Events In Your Area

The website LocalWineEvents tells where wine events can be found in many USA cities. Another great source will be your local wine store. Stores often hold tasting events throughout the year, especially during the holidays.



When you attend an event, you might also want to invite a friend or two. After the event, share thoughts on the wines you enjoyed the most and what you'd like to enjoy more of in the future.

Thanks for downloading this ebook!

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