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## Wine Tasting Tips by InnoVinum

Hello <<First Name>>!

One of my pet peeves is to enter a wine tasting room and smelling an ambient odor, be it perfumes from guests or wonderful smells coming from the nearby cafeteria. Am I the only one?



That's why **I always teach my students my ten essential rules of proper wine tasting etiquette**. They are just common sense, really. They help you to concentrate on tasting wine and not being distracted by ambient smells or other people's behavior.

I just updated an article on wine tasting etiquette in which you will go through these simple rules.

I detail **what they are** and **why they are essential to follow** for your overall wine tasting experience.

[Read the full article here.](#)

These rules apply for tasting wine anywhere. However, they are essential if you pursue your wine education journey or judge wine in a competition, or even taste wine at a winery tasting room.

Of course, these rules are out of line when you want to enjoy wine with your meal. How could you ignore the aromas and flavors of your food?

As a bonus, I created a cheat sheet you can download and keep handy. You will find it [at the end of the article](#) I just published on the topic.

Following these simple wine tasting etiquette rules will enhance your wine tasting experience, for sure.

I look forward to reading your comments. Feel free to connect if you have any questions. Just reply to this email!

Enjoy!

*Isabelle*

Your Wine Tasting Coach

P.S. If you liked this article, please share on your social networks. Others deserve to know!

P.P.S. Don't forget to download your cheat sheet that you can find at the bottom of [that article](#).



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