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Wine Tasting Tips by InnoVinum

Hello <<First Name>>!

There is no wrong or right answer in wine tasting; however, a few biases in setting up the tasting or conducting the tasting can trick your senses, and therefore your overall evaluation and appreciation.

The best you can do is to become aware and take all the actions required to minimize them the best you can. You will find all this information in my [recent article](#).



You will discover that, in fact, there are only two bias categories: the *physiological biases* triggered by your senses and the *psychological ones*, when your mind takes over your senses.

These errors are usually out of your control. If you fall into one of these "sensory illusions," you won't notice it. You will proceed as usual, and this is the scary part!

Is it a big deal? Well, it depends on what the wine tasting goals were. Here are some potential situations created by wine tasting biases.

The consequences may affect the outcomes of the tasting:

- you may disagree strongly with your fellow tasters about the sensory attributes differentiating the wines
- you may conclude on differences between two wines whereas they don't exist
- you may make the wrong decisions based on biased procedures (e.g., not to buy again, not to recommend to others).

[Read the full article.](#)

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

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