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## Wine Tasting Tips by InnoVinum

Hello <<First Name>>!

**Wine color is an important characteristic that can inform you of the wine before you even smell it.**

The pertinent information is on the grape type (red or white); the less obvious would be the wine age, or the climatic conditions for grape growing, or the winemaking style.

That is why experienced wine tasters like to examine wine appearance and wine color in particular at the beginning of every tasting.

**That is also why I find this way of tasting inappropriate because experienced tasters eventually evaluate with their minds and not their senses.**

	WHITE WINE		RED WINE	
Pale yellow-green			Purple	
Straw yellow			Ruby	
Yellow-gold			Red	
Gold			Brick red	
Old gold			Red-brown	
Yellow-brown			Brown	
Maderized				
Brown				

**Evaluating wine color first can trigger several biases**, especially a halo effect and logical errors, as I covered in the article shared last week.

Janice Wang and Charles Spence once again demonstrated the biasing effect of wine color on aroma and flavor perceptions in a study they recently published. This study entitled “Drinking through rosé-colored glasses” inspired my article this week. [Read the full article.](#)

You will first dive in the experiment, to discover

- how it was set up,
- how the scientists tricked participants with wine coloring,
- and what the 168 participants had to do.

Then I will take you through the findings.

**But wait!** I have a challenge for you.

**Among the ten biases which can influence your wine tasting, what are the ones that wine color triggered in this article?**

**Take the quiz and get the chance to win a \$10 Amazon gift card.**

I also look forward to reading your comments.

Feel free to [connect if you have any questions](#), or 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 leave without taking the [Wine Color Quiz](#)



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