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Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

The holiday season is here, with the promise of delicious foods and delicious wines.

You might also have more time to experiment with new wines and maybe host or attend a wine tasting session. One of the most overlooked element of proper wine tasting set up is the choice of an efficient palate cleanser.

Choosing an efficient palate cleanser is a critical component of setting up a wine tasting session. [Learn why.](#)

First of all, what is a palate cleanser?

According to Wikipedia, "A **palate cleanser** is a neutral-flavored food or drink that removes food residue from the tongue, allowing one to assess a new flavor more accurately In cultures where diversity of flavors in dishes is customary, the palate cleanser is considered an essential companion to main dishes." Think about yogurt served with spicy Indian food.

As you know, the secret of a successful wine tasting resides in both the setup and the execution. I have met too many tasters ignoring this critical component of the process, but so proud of claiming they went through dozen of wines in a few hours.

But how good can your evaluations be after tasting 3 or 4 wines, without properly rinsing your mouth?

In this new article, I give you evidence and tips on why an efficient palate cleanser is must-have in your wine tasting kit.

[THE FULL ARTICLE.](#)

Feel free to [connect if you have any questions](#), or reply to this email!

I look forward to hearing from you.

Enjoy!

Isabelle

Your Wine Tasting Coach

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