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## Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

Do you remember the first time you tasted wine?

Were you a wine lover at the very first sip?

Honestly, did you fall in love immediately? If you did fantastic, but most of us had to develop our palate to start enjoying wine.

[READ THE FULL ARTICLE](#)

If you think about it, wine should not please our senses, and the first sip should make us grimace. That's true: wine alcohol irritates your mouth, its tannins dry your mouth, it smells kerosene or cigar box. And sometimes they taste like rosebuds. Are all these sensations really appetizing?

**So how do we suddenly start liking wine, or beer, or coffee for that matter? Well, this transformation is not sudden and takes time. It's a learning process that I dissect for you [in this new article](#).**

You will discover that **it takes five ingredients to make you the wine lover that you are today.**

- 1- A positive and pleasurable experience after your first wine tasting
- 2- Your cultural heritage
- 3- Your social surroundings
- 4- Yourself, as a human being
- 5- and your age along this journey.

Becoming a wine lover takes time, experimentation, and opportunities to taste different wine styles or to visit wine regions.

**I would love to know which wine made you start your wine lover journey? Share your story [here](#).**

I hope it's not too late to wish you a Happy New Year. May 2020 bring you joy, success, health, and opportunities to taste wonderful wines.

Cheers,

**Isabelle**

Your Wine Tasting Coach

P.S. Feel free to [connect if you have any questions](#)

P.P.S. Don't forget to [share your first wine sip story](#).



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