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Hello <<First Name>>,

Last Thursday, I pulled out one of my favorite white wine types, a bottle of Chardonnay *sur lie*, for my friends coming for dinner. I like this wine because it has a creamy mouthfeel, subtle nutty, and caramel aromas without being overly oaky.

As you discovered last week, we all learn to like wine in our unique ways. The Chardonnay type I love might not be your favorite wine.

Research has shown that when specific flavors are present in a wine, they drive up or down how much you like a particular wine. Have you figured out yet what your favorite aromas are in white wine?

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In this new article, I share with you what researchers learned by studying people's preferences for white wine.
Specifically, I will tell you

- Why is it important to understand the reasons people love different white wine types, whether you are a wine lover, a wine professional in hospitality, or making wine.

- What does research tell us about the different white wine types people love.
  You might be surprised by some of the aromas some people prefer.

READ THE FULL ARTICLE

Would you take 30 seconds to answer two short questions? I would love to know where you spend most time online learning about wine. ANSWER HERE.

Thank you for your time, and have a great week.

Cheers,

Isabelle

Your Wine Tasting Coach

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

P.P.S. Please take 30 seconds to answer these [two questions](#). Thanks in advance