

[View this email in your browser](#)



## Wine Tasting Tips by InnoVinum

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?

### [READ THE FULL ARTICLE](#)

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



---

*Copyright © 2019 InnoVinum LLC, All rights reserved.*

You are receiving this email because you opted-in via our websites.

[www.winearomawheel.com](http://www.winearomawheel.com)

[www.winetasting-demystified.com](http://www.winetasting-demystified.com)

**Our mailing address is:**

InnoVinum LLC \*\*\* c/o SiteSell, Inc.

1000 Saint-Jean Boulevard

Suite 702

Pointe-Claire, Quebec H9R 5P1

Canada

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

