

[View this email in your browser](#)



Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

As you know, wine is loved across continents and many cultures. It is natural to ponder whether *cultural influence* plays a role in what people like or don't like in a wine style.

I understood how *cultural influence* molded people's love for wine when I moved to the US 20+ years ago. I arrived in a new world of wine where no wines tasted like they tasted back home. Over time, I learned to appreciate the bolder flavors of Californian wines; however, I always find some comfort when I go back to the cool-climate wine types that I learned to understand early on my wine education journey. Did you have similar experiences?

[Read the article](#)

I share with you this week the findings from a recently published article by two colleagues, entitled "**Contribution of cross-cultural studies to understanding wine appreciation.**"

You will discover that

- Research investigating how cultural influences our appreciation for wine is in its infancy
- Culture can explain differences in how we perceive, like, or talk about wine
- Wine knowledge tends to diminish the impact of cultural influences on wine appreciation

[Read the full article](#)

I would love to have your opinion on cultural influence. Please answer this one question at the bottom of this email.

Interested in sharpening your wine description skills?

You might be interested in attending this two-day training on "The Aromatic Descriptors of Wine" in Napa Valley, April 6-7, 2020. This training is led by Alexandre Schmidt, the owner of Wine and Flavors, based in France. I spoke with Alexandre to learn more about this program. He is a flavorist by training and uses his expertise to educate attendees on how to recognize specific wine aromas, using aromatic references. You can learn more [here](#).

Disclaimer: I haven't taken this course, and I am not an affiliate of Wine and Flavors. Just wanted to share the opportunity.

I am available if you have any questions or challenges you'd like to discuss. Feel free to connect by replying to this email or by submitted your questions [here](#).

Enjoy the rest of your day,

Cheers,

Isabelle

Your Wine Tasting Coach

P.S. Share *your opinion* on cultural influence by answering this one question:

In your opinion or experience, do you think people's culture influences their wine preferences?

[Yes](#)

[No](#)

Thanks!



Copyright © 2019 InnoVinum LLC, All rights reserved.

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

www.winearomawheel.com

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](#).



