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Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

Happy Thursday!

Wouldn't it be nice if we could always taste a wine before buying a bottle?

Unfortunately, this is usually what's happening.

You are cruising the aisles the store, looking at hundreds of different labels, and you have to choose one bottle.

If you have tasted a wine you liked before and want to rebuy it; you are safe. The only challenge is to locate it on the shelf. What about choosing wine as a gift to bring to a party? You are entering uncharted territories and have to find your way to select a wine that tastes good.

Would the bottle with the traditional label fit the job, or would the artsy label or the more intriguing barcode label taste better?



Not easy to tell from the front label! [Get some guidance.](#)

Over the years, wine producers have been very creative at designing front labels to attract our attention. Indeed this is what you are facing when scrutinizing the shelves.

A lot of research happened in the past 30 years to understand how wine labels can communicate that a wine tastes good.

Scientists researched how people were able to connect the back label descriptions to the actual tastes of wines. Even wine experts are challenged by this task!

They also look if people associated brand names or wine appellations to wine quality. Recently, a study also looked at using specific colors to communicate wine flavors.

[READ the full article to learn more.](#)

I would love to hear from you, read your comments or suggestions to include in this newsletter valuable information for you.

Submit them [here](#), or reply to this email.

In the meantime, enjoy the rest of your week.

Cheers,

Isabelle

Your Wine Tasting Coach



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

1000 Saint-Jean Boulevard

Suite 702

Pointe-Claire, Quebec H9R 5P1

Canada

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