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Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

Tomorrow is VD, Valentines Day.

Unless you have been living in a cave for the past few weeks, your social feeds and mailboxes have likely been inundated by suggestions on:

- Where to take your loved one,
- What to buy as a gift,
- What food to eat, and of course
- Which wine to pair with your meal to impress your loved one.

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“Red wine and chocolate” seem to be the acclaimed pairing for a Valentine evening. You can read in popular media that red wine is an aphrodisiac, and chocolate antioxidants give you ammunition to keep your energy for the rest of the evening.

From a sensory point of view, chocolate flavors and mouthfeel sensations go well together. Like wine has its wine aroma wheel to help describe wine perceptions, so does chocolate.

Is wine the best beverage to pair with chocolate?



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As usual, I turned to science to find an answer and found an article published in 2012 by Italian researchers on the topic. The title is: "The hedonic response to chocolate and beverage pairing: A preliminary study" [1].

The researchers asked 80 chocolate lovers to taste 54 beverage-chocolate pairs to understand which beverage paired best with chocolate, and why. There were three types of chocolate, based on their cocoa content (30%, 70%, and 99%), and that was widely available in Italy.

Overall, the 30% and 70% cacao chocolates paired quite well with most beverages. Red wine was not always the best match, actually.

Interestingly, balsamic vinegar and darker chocolate were highly appreciated by these Italian consumers. Definitely a pairing I need to try out.

They also identified a wine-chocolate pairing strategy:

Choose a wine you like first, and then a food that won't dominate the wine flavors.

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I wish you all a beautiful Valentine's Day.



Cheers,

Isabelle

Your Wine Tasting Coach

[Ask a question, get an answer](#)

P.S. Before leaving, [share with us](#) what is your favorite wine and chocolate pairing?

P.P.S. Do you know what are the most important [sensory attributes](#) for a good wine and chocolate pairing?



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