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## Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

Do you purchase organic wines?

Whatever your answer is, it is true that a growing number of wine lovers turn to sustainable production practices when purchasing wine.

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Some critics argue that organic wines tend to have more flaws than wines made using more conventional practices.

### Are "flawed wines" more acceptable when an organic stamp is present on a wine bottle?

A group of Portuguese and Brazilian scientists posed this question and conducted a study to answer it. I share with you their findings that were published this month.

**This research provides new evidence that prior information and knowledge can alter people's appreciation of wines. Find out in what way!**

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Enjoy the reading and have a great day!

Cheers,

***Isabelle***

Your Wine Tasting Coach

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



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