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Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

Have you ever been attracted by a wine bottle displaying gold or silver medal stickers? We expect these awards to indicate a superior wine quality, and therefore we should consider purchasing it. Would you agree?

But can we trust these awards? How are they determined? And do they indeed indicate a wine of superior taste?

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Today I report on a study giving us some insights on wine awards. The researchers wanted to determine if the wines winning gold medals had consistent chemical or sensory signatures. They analyzed data from the winners of Grand Gold or Gold medals of the prestigious Mundus Vini competition.

A great deal of statistical analyses went through before the researchers could make sense of which elements were most often associated with Grand Gold and Gold medals.

You will find interesting that the winning sensory attributes aligned well with what we know of people's preferences for wines. The scientists described these wine features "consistent with the so-called international wine style."

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Enjoy the reading, share your comments, and never hesitate to ask questions.

Have a great day!

Cheers!

Isabelle

Your Wine Tasting Coach

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