

This Report is brought to you by...

The WOW Experience

Overdelivery is our Specialty!

Where Vision and Value Go Hand in Hand with Information and Opportunity!



Other Companies Make Promises -- We Make Dreams Come True!
We Offer QUALITY CONTENT in Every WAY, TYPE and FORM

- Exclusive WOW Private Label Releases
- Private Label Products
- Public Domain Products
- Master Resale Rights eBooks
- Master Resale Rights Software
- Bestselling Audio eBooks by Top Authors
- Non-Fiction Audio eBooks
- Exclusive WOW Affiliate Products
- Resale Rights Products
- Exclusive WOW Private Label Reports
- eBook to Audio Conversion Software
- Resale Rights Generation Software



And, of course, if you want it all tied up in a neat website package, with *all the work done for you*, we have our NEW [Niche Empire Builder Software](#) – the Niche Real Estate Business Builder's Dream Come True!

Niche Empire Builder

The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True!

www.the-wow-empire.com

The WOW Content Club

Your Full Spectrum Content Provider

If Content Is King,
The WOW Content Club is the Kingdom
You Have Been Searching For!



www.wow-content-club.com

WOW Profit Packs

Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices!



www.WOWProfitPacks.com

Enjoy this Free Niche Report, compliments of WOW Enterprises
For Many More Free Reports, simply click on the links below.

www.TheWOWExperience.com

www.NicheEmpireBuilder.com

www.WOW-Content-Club.com

www.WOWProfitPacks.com

Taste Wine like an Expert

Wine Tasting 101



Learn the Art of Wine Tasting

Taste Wine like an Expert

Lots of people today are fond of drinking wine, for whatever reason. You may be one of these people. But here's a question for you: Do you simply drink wine? Or do you take the time to actually *taste* it?

Yes, there is a difference.

While anyone can drink wine (even straight from the bottle), it takes practice and a glassful of knowledge (some would call it 'snobbism) to be able to recognize and distinguish the many subtle characteristics of wine.

Wine tasting is an art. Well, sure you are not required to do everything that wine "snobs" do, but if you really want to fully appreciate the sensual and cerebral pleasure that wine offers, then you have come to the right place.

Here you will learn how to eyeball the liquid through a wineglass, swirl it around your tongue, and swish it down without swallowing too soon and everything else that you want to know about wine tasting.

You might ask: "Why so many things when you're only supposed to *taste* the wine?" The answer is: Don't let the phrase "wine tasting" fool you. While tasting is the real goal, the whole process actually involves each of your senses – sight, smell, and hearing.

Hearing? Why, of course! Why do you think people clink their glasses together before drinking? The old folks say that it's to ward the spirits away but that's just old wives' tale. The real reason is to complete the whole wine experience by adding hearing to sight, smell, and taste.

Follow What Experts Do

It does not take a connoisseur to properly appreciate wine. Believe it or not, wine tasting is not some mysterious initiation stage to the world of oenology. On the contrary, it is as ordinary as eating dinner but with profound connotations.

It is an art, after all. And because of that it is purely subjective.

Tasting wine is about enjoyment and preferences, much like choosing a wine bottle from a gazillion of them lined up in the shop.

But the great thing about it is that instead of just looking at labels and examining the vintage and asking questions from that cheerful faced guy who works at the store ,you actually get to experience the wine in all its viniferous glory.

There are no rules but if you are looking for at least some guidelines, then follow what the experts do, performing the following steps:

Looks are Everything

Ever seen a wine expert stare at a glass of wine for a very, very, *very* long time? And they do it for every glass of wine, too, as they mouth fancy talk about oaks and butter (hey, it's wine!) before they tip the glass down, pinky extended, eyes closed....

It might look like nothing but snobbery to you but really it only makes sense that the individual tasting the wine does all of this. (Well, except the extended pinky maybe.) As for the “oak” and “butter” comment, that is just the wine talking – as in, wine jargon, which you will learn later on.

The reason wine experts look at the glass before tasting is not that there is some buried treasure somewhere in there. Nor is it a way for them to decipher the ways of the world, although a glass of wine could contain a drop of history, agriculture, botany, geography, religion, psychology, anthropology and more.

However, the *real* reason is ***COLOR***.

You will be surprised at how much you can learn about the wine just by examining its color. In fact, color assessment is so important to the “look stage” of wine tasting that there is even a sort of ritual for it:

- Use a white tabletop.
- Tilt the glass against the white background.
- Look at the wine.

White wine should be anywhere from almost water white to a deep straw yellow, depending on style and age. More color means more flavors and more maturity. Red wine should be light cherry red, deep ruby, or even darker to the point of almost mahogany brown.

Note the contrast between whites and reds:

- Age ruins white wines so the fresher a white wine is the better. Brown colored white wines often mean the wine is tainted.
- Age improves red wines. Red wines become lighter in color as they age. The older the red wine, the better.

If you notice that the color changes between the core or center and the rim, this is an indication of age. A purplish tinge near the rim indicates youth while orange to brown indicates maturity.

Next to color, another important consideration at this stage of wine tasting is the ***CLARITY and HAZINESS***.

Wines should be clear with no obvious haze in them. If the wine you are tasting looks a bit cloudy, then chances are it is a tainted one and will probably taste bad.

Sniff out the Differences

If you have been to a wine tasting event, then you may have been taken aback when some wine wannabe came up and promptly launched into a lengthy discussion about a wine's nose.

What! What? Wines have noses?

Errr, not really, but they do have scent.

What wine people really mean when they talk about a "nose" is the aroma or smell. Much of the stuff that we perceive as tastes of wines is actually aromas.

We are only capable of tasting four different flavors: salty, sweet, sour, and bitter. But when it comes to smell, our nose sensors can detect 200 different scents, still lower than that of our dogs, but good enough to appreciate the different intricate aromas of wine.

The key to smelling wine is to swirl it. This is the reason why you never fill your glass to the brim when tasting a wine. Swirling as opposed to stirring will activate the ingredients in the wine, causing it to release a scent.

Sniff out that scent and try to describe.

Is it woody? Fruity? Floral? Vegetal? Earthy? Nutty? Buttery? Citrus? Spicy?

Huh?

They may all sound intimidating to you but these are the general classifications of wine scents and it will help you in the long run , the sooner you familiarize yourself with these.

And when you have mastered the scents, then feel free to express your own scent observation, like trying some exotic tropical fruit to describe a particular smell.

Also, some wines have naturally complex smells so fusing floral with fruity or with some other smell is expected.

Here are the common scents of wine:

- **WOODY** wines can be anything from cedar to pine needles, oak, or coconut. The perfect examples would be Cabernet Sauvignon, the Big Daddy of Red Wines, and Merlot, which is a closely related grape varietal, with hints of fruity currant smell.
- **VEGETAL** wines smell like green olives or green peppers. But some may also carry a hint of tobacco leaves or grass.
- Vanilla, cinnamon, cloves, and almonds make up the scents of **NUTTY** wines. The smell is a result of aging the wine in oak. Some wines (those that have gone through extended bottle aging) have a certain toasty quality to them reminiscent of **EARTHY** scents: mushrooms, old leather, roses and wildflowers.

- **FRUITY.** Certain grape varieties have trademark aromas. Zinfandel, for instance, often evokes berries. Pinot Noir, on the other hand, may recall the famous violets and spice of its wine region, Burgundy. Syrah, the French Rhone grape, brings about the pungently floral quality of freshly ground black pepper.
- **COMPLEX.** Chardonnay is a white wine that recalls crisp, ripe apples though some styles may contain notes of butter, coconut, and figs. If aged in oak, Chardonnay may also carry some hints of tropical fruits.
- **SPICY.** Sauvignon Blanc is grassy and sometimes grapefruit while Chenin Blanc is melon and on occasion, orange blossoms. Muscat and Gewurztraminer smell like peaches with a dash of the elusive spice.

After distinguishing the smell of a particular wine, you have two options available:

- Take another deeper whiff; or
- Take a sip.

The first sniff serves only to give you an initial impression of what the wine smells like. If you feel you are ready for the next step (tasting), then by all means go ahead. However, if you have yet to get down real good with the complex smell, then take another whiff, bigger this time.

It might help if you jot down notes of the aromas to a certain label. That way, the next time you go to a wine shop and recognize the label, you don't have to smell or taste it again to know if it suits your taste..

Tasting 1, 2, 3

As mentioned earlier, we are only capable of tasting four different flavors – salty, sweet, sour, and bitter. Or at least, that's what science says. In any case, wine tasting is an art so it does not have to be as exact.

Besides, taste has always been more than just what we feel with our taste buds. We taste the sweetness of victory and the bitterness of defeat, don't we? And we savor life and sample the different flavors of experience.

Indeed, taste is far more complex than a mere recognition of the four distinct flavors. It is a complex sensory experience that combines taste, smell, and touch.

There are three steps involved when you get to this final stage of wine tasting:

- ***INITIAL TASTE*** – We call it first impression. Wine snobs call it the stage where the wine awakens your senses. Actually, this is just the part where you take your first actual sip of the wine and allow your taste buds to respond to the sensation.

The first thing you are going to notice is the dryness or sweetness of the wine. Dry means that the sugar has been transformed during fermentation to alcohol and sweet means, well, sweet. Dry taste somehow is sour when there could be spoilage in the wine.

- ***TASTE*** – This is the part where you do the actual tasting. Slosh the wine around with your mouth closed (of course) and then, draw in some air. You are probably going to look a bit ridiculous in front of your dinner guests, but hey, small price to pay to look like a real expert. Now, sit back and try to assimilate both smell and taste of the wine.

Acidity is the next discernable factor that you should look out for. It is important, acidity, as it is that aspect that gives wine that “bite” to the tongue, that briskness, caused by the presence of tannins. If the wine lacks acidity, it is going to taste flat and uninspiring.

Also another factor is the weight so the “touch” part of wine tasting should come in handy. You will know if the wine is light bodied because the liquid is going to feel like watery thin. On the other hand, if the wine is heavy bodied, it’s going to have the semblance of a viscous fluid.

- ***AFTERTASTE*** – This is the taste that remains in your mouth after you have swallowed the wine. We have mentioned tannins in the previous step. What you don’t know yet is that these vital components that are numerous in red wines stick to the roof of your mouth and have a drying effect. How long did the taste last? Is it pleasant?

When wine tasting some wine experts like to assign a number score to the wine and this is then added to the accumulated points that the wine has, representing its quality. This method is useful if you are writing for a wine magazine, a wine forum, or a wine newsletter. However, if you are just an average Joe with a taste for wine, the scores won’t make much sense.

If you really want to become like an expert at tasting wines, then taste as many as you can. The more variations, the better you’ll get in differentiating the unique but subtle characteristics of wine.

You are invited to pass this report along to as many people as you like, provided that you make no changes to it and that you give it away for FREE.

If you would like **your own Private Label Version of this report** and hundreds of others just like it on hot, high interest niche topics – all of which come complete with 5 custom cover graphics – [click here to visit our Niche Reports Resource](#).



WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!

Please click below to check out all of our entrepreneurial friendly sites and products.

=> <http://www.The-WOW-Experience.com>

Always something NEW on the horizon. Always something for YOU to use to grow your business!
That's what WOW is all about. Your success is our ultimate goal and our reason for growth.