



**FOR IMMEDIATE RELEASE**

**WINE INDUSTRY EXPERTS UNCORK REVAMPED WINEANSWERS.COM**  
*Wine Market Council Re-Launches Online Guide to All Things Wine,  
Including New “Date Night...Uncorked” Interactive Quiz*

**St. Helena, Calif. (July 11, 2007)** – While wine consumption is continuing to increase, with an estimated 259 million cases consumed last year<sup>1</sup>, many Americans still feel that wine is too complicated and don’t have the answers about wine service and enjoyment. In fact, 2006 research from the Wine Market Council, an independent, non-profit trade association affiliated with the wine industry, found that 35 percent of Millennials share this concern, as do 29 percent of Generation Xers and 18 percent of Baby Boomers. For those seeking the answers to any number of wine queries, the Wine Market Council today re-launched its 24-hour-a-day resource, WINEANSWERS.COM, with the help of some of the nation's leading sommeliers and wine experts.

The newly redesigned site provides wine enthusiasts – connoisseurs and first-time tasters alike – the ultimate online, interactive guide to all things wine. “We saw a need to expand the site with additional content as more and more information-seekers turn to the Web for information – especially the younger, Millennial crowd,” says John Gillespie, Wine Market Council President.

The new WINEANSWERS.COM site provides a full spectrum of wine resources including tips, facts, a glossary of wine terms and information hand-selected by Wine Market Council experts. Interactive features include:

- **Food and Wine Pairing:** Comprehensive matcher that suggests pairings based on food or wine selection.
- **Share Wine with a Friend:** Send wine and restaurant suggestions as well as invitations to friends.
- **Date Night...Uncorked:** Quiz that provides personalized advice from some of the nation's leading young sommeliers for what wine to drink based on personality traits, dating habits and wine knowledge level.

“As wine is becoming more popular with young adults, we want to make sure they have information available that is compatible with the other online news, blog and social media sources they frequent,” said Gillespie.

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<sup>1</sup> Adams Beverage Group

“Wineanswers.com approaches wine in a way that makes it fun and familiar – just as we believe wine drinking should be.”

Wine Market Council's approach to targeting new wine drinkers with down-to-earth information about wine is one of the reasons it created the interactive quiz, “Date Night...Uncorked,” for personalized wine advice from experts – no matter how much (or little) you know about wine. The quiz features helpful contributions from Belinda Chang, Courtney Cochran, Frederick Dexheimer and David Mokha, four of today’s leading young sommeliers from Chicago, San Francisco, New York and Miami, respectively. Their entertaining, no-nonsense approach to breaking down common misconceptions about wine and offering insider tips, such as in the "Beer Drinker’s Cheat Sheet to Wine" section, make understanding, buying and drinking wine more fun. Key insights revealed by the experts upon quiz completion include:

- *“Through trial and error, I have found some foods that pair deliciously with certain wines and other matches that are just pure disasters. But not everyone I dine with would agree with me. You just have to go with what works for you.” – Belinda Chang*
- *“Ordering wine is a great screening process when dating. I think a man sharing the wine order with his date is a sign that he’s progressive and confident, two qualities that are incredibly attractive. But by the same token, I think it can be nice when a guy goes on a date prepared - which might mean having pre-selected the wine - that shows he’s invested in you as his date.” – Courtney Cochran*
- *“For wine novices, I often suggest inexpensive wines that best match the existing beverage of choice, whether its beer or liquor. Find what they are into and suggest something with similar characteristics in the wine category. Wine also has become a part of growing up in your 20s – as you get older, there seem to be many more places and occasions to drink it.” – Fred Dexheimer*
- *“Ask your sommelier about the restaurant’s older vintages. Restaurants that have been in business for a while will most likely have some older wines that were purchased on initial release that are priced on the initial value. The sommelier can usually help you find some good historic wines at the same price as current vintages.” – David Mokha*

As wine perceptions change, the Wine Market Council aims to stay at the forefront with WINEANSWERS.COM and encourages both new and experienced wine drinkers to raise a glass.

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Wineanswers.com is sponsored by the Wine Market Council, an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry.