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FOR VALENTINE'S DAY GIFTS, CANDY IS DANDY BUT WINE IS DIVINE
Survey Says Seasoned Sippers Prefer Red

(February 14, 2001) – You may want to treat your sweetie to a nice Chardonnay instead of chocolate-covered cherries this Valentine's Day. Most Americans prefer to be wooed with wine, according to a recent survey conducted by SurveySite Research.

Fifty-nine percent of people say they would be happier to receive wine from their sweetheart compared to 41 percent who would prefer a box of candy. Not sure what wine to wrap-up on that special day? Log onto WINEANSWERS.COM for a sneak peek at what vino-loving Valentines will be sipping this season. You can find out where you stand compared to other lovers' choices on wine over candy.

Red—The Color of Love

According to the study, red is not just the official color of Valentine's Day—it's also the preferred wine on February 14. Thirty-seven percent of people love their Merlots, but white wines (32 percent) and blush wines (31 percent) were close behind.

Most of those surveyed (31 percent) say they'd like to cozy up with their sweetheart by a warm fireplace with a bottle of wine. For a little background music, female respondents preferred melodies by Harry Connick Jr. (13 percent), followed closely by Barry White (11 percent) and Garth Brooks (9 percent). Men put Shania Twain (13 percent), Celine Dion (12 percent) and Mariah Carey (9 percent) at the top of their lists.

There is still time to surprise your sweetheart with a bottle of wine to share on Valentine's Day—and finding the right bottle isn't difficult. Felicia Sherbert, author of *The Unofficial Guide to Selecting Wine*, says to drink what you like.

“The most important thing to remember is that wine isn't complicated and that it's meant to be enjoyed – not only on special occasions, such as Valentine's Day, but on any day of the week.” Sherbert said. “Even if you don't know your lover's favorite wine, select one you think you will both enjoy; you really can't go wrong,”

Become a Wine Aficionado in One Click

Still stumped? WINEANSWERS.COM can help you select a wine guaranteed to impress your sweetie. The Web site is a 24-hour-a-day resource created by the Wine Market Council with the help of leading wine experts. WINEANSWERS.COM features a searchable archive that will answer any wine-related question in just seconds. Or, visitors can email their questions to a wine expert panel and receive an email answer in 48 hours or less.

Click on to the site's special Valentine's Day e-greetings to make a date for wining and dining on February 14. Or, cast your opinion on the WINEANSWERS.COM Valentine Poll to see where you stand on the great wine versus candy debate.

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