

CONTACT: Michael Wehman
312-988-3521
mwehman@currentlm.com

WINE AISLE MAKEOVERS

A Simple Guide for Swapping Out Old Standbys with New Favorites

CHICAGO – Who doesn't love a makeover? Treading the balance between a craving for something new and the comfort of the familiar, makeovers are an alluring concept. Think we're talking about haircuts or home renovations? Nope, we're talking about getting out of a wine rut.

With an abundance of excellent wine available today, it is easy to become overwhelmed when trying to mix up your wine routine. A recent survey by the Wine Market Council and Merrill Research found that approximately 60 percent of wine drinkers are inclined to purchase a brand of wine they've never seen or heard of before. But how can you increase the chance that you'll pick a new wine winner when facing the vast selections in the wine aisle of the local grocery store or specialty shop?

“Think about the wines you like and use them as a springboard to explore other types of wines from around the globe,” advises Leslie Sbrocco, wine writer and author of the upcoming book, *The Simple & Savvy Wine Guide* (William Morrow, October 2006). “Similarities between wines can be remarkable, so when seeking out something new, embrace certain familiar elements to make mixing and matching easier.” Once you identify style profiles of wines you enjoy, the door will open to discovering similar bottles that you'll enjoy just as much. So the next time you find yourself stuck in a wine rut or staring blankly at a wall of wine, try using this simple makeover guide to swap out an old favorite for something fresh and new...

<i>If you tend to order...</i>	<i>You enjoy...</i>	<i>Swap-in...</i>
New Zealand Sauvignon Blanc, Italian Pinot Grigio	Lighter, crisp whites	Spanish Albarino; Austrian Grüner Veltliner; Greek Moschofilero; dry Australian or New York Riesling; other Italian whites such as Orvieto and Soave; Chardonnay from the Chablis region of France
Chardonnay from Australia, California, Chile and Argentina	Fruity, soft whites	Oregon Pinot Gris; California Sauvignon Blanc dubbed Fumé Blanc; French Chardonnay named Pouilly-Fuissé; Italian whites named Gavi; Rueda and white Rioja from Spain; Torrontes from Argentina
Pricy California Chardonnay, Viognier from California or France	Full, rich wines	White Rhône blends from France or California made from grapes like Marsanne, Roussanne and Viognier; Pinot Gris and Gewurztraminer from Alsace, France; California and Oregon Pinot Blanc; dry rosés
White Zinfandel and other blush-style wines	Light, sweet wines	Sweeter Rieslings from Germany, New York or Washington State; Chenin Blanc from Vouvray, France; Italian Moscato d' Asti; Australian Sparkling Shiraz
Pinot Noir and Chianti	Lighter, spicy reds	French Beaujolais; Rioja from Spain; Pinot Noir from Burgundy, France; Oregon and New Zealand Pinot Noir; Chilean Carmenère
California Merlot, Australian Shiraz	Smooth, fruity reds	Washington Merlot; inexpensive Bordeaux; richer styles of Pinot Noir from California; Chilean Cabernet Sauvignon
Cabernet Sauvignon-based wines, California Zinfandel, Syrah from France	Powerful reds	Southern Italian reds such as Nero d' Avola and Primitivo; Malbec from Argentina; Spanish reds from Toro; California Petite Sirah; Italian Brunello di Montalcino
Champagne from France or California sparkling wine	Bubbly	Spanish Cava; Italian Prosecco; French Crémant de Loire or Crémant d' Alsace; rosé Champagne from France; rosé sparkling wines from California

For more information, tips and wine pairing advice, check out wineanswers.com.

###

Wine Market Council is an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry. For more information, visit winemarketcouncil.com or wineanswers.com.