

Sealing The Deal: “Wine For Women” Author Helps Businesswomen With Wine Etiquette

(NAPSA)—As women are conducting more business over meals, some find the wine list to be more intimidating than sealing the deal. A recent study surveying members of the International Association of Culinary Professionals, primarily female food experts, found that even among this savvy group many lacked the confidence to order wine in restaurants. Following are a few simple tips from “Wine for Women” author Leslie Sbrocco to make ordering wine in a business environment enjoyable and stress-free.



Wine experts recommend ordering a “fruit-forward” style of wine during business meals because they please a variety of palates, and pair well with many food styles.

Navigating the Restaurant

Wine List and Choosing Wine

Give the list a thorough glance and look for familiar wines. Wines are traditionally organized by varietal or region, then listed according to price. A new trend in wine lists is organizing wines by style and taste from lightest to fullest, which is really helpful when it comes to pairing wine with your meal. Pricing varies greatly among restaurants but expect to pay at least double the retail price on most bottles. In a business setting, choosing a wine in the mid-price level is usually a good option. Since everyone’s wine preference is different, look for “fruit-forward” wines such as those from Mirassou Winery—that is a wine style that showcases the fruit characteristics. This style is a safe bet for the table since it will appeal to a variety of palates.

Food and Wine Pairing Basics

First, throw out the old idea of only white wine with fish and red wine with meat. You’re really matching the texture—full with full, light with light. A delicate dish with a subtle sauce will pair nicely with a lighter white and a hearty dish will be enhanced by a full-bodied white or red. Consider the sauces: a dish with a creamy mustard sauce deserves the same wine pick, whether it is served with chicken, veal, salmon or vegetables.

Tasting the Wine

1) See—Hold the glass up at a slight angle and observe how the light passes through it. Both red

and white wine should appear brilliant in color, rather than cloudy and dull. Looking at the color of the wine will often give you clues to its style. In general, lighter-colored wines will be more delicate and vibrant, while darker-hued wines (both red and white) will be more full-bodied and ripe.

2) Swirl—Hold the base firmly on the table and give it a good swirl to get oxygen to the wine and help it “open up.”

3) Smell—You’re checking to make sure the wine has not “turned” or been stored improperly. Smell for off odors reminiscent of musty cardboard or vinegar, which means the wine is flawed and should be replaced. Don’t send back a wine just because you don’t like it but if the wine smells off to you, don’t hesitate to alert your server.

4) Sip—The best way to really get a good taste of the wine is to suck in a bit of air—it’s the oxygen that helps to open up the wine after you have taken a sip.

Now say “cheers!” and enjoy. Once you’re armed with knowledge of wine etiquette, you’ll have the confidence to sit back, relax and seal the deal. For more wine tips, visit www.mirassou.com.