

newsworthy trends

Choice of Wine Provides Dating Insights

(NAPSA)—Here's some ripe news fresh off the vine: your choice in wine may tell a prospective partner a lot about you.

That's what Match.com found out in their recent survey which asked 2,300 American singles about their attitudes, perceptions and preferences toward wine and romance. According to the survey, 62 percent of singles believe that their date's choice of beverage provides insight into their lifestyle and 52 percent feel that it is indicative of their personality.

American singles overwhelmingly choose wine to reflect their personalities and lifestyles on the all-important first date over any other beverage, including beer, specialty cocktails, sparkling water and soda. Specifically, singles are two times more likely to order wine over a specialty cocktail or soda and four times more likely to order wine instead of beer. Nearly three in four survey respondents (72 percent) agree that knowledge about wine makes a member of the opposite sex more attractive.

"A lot of what we understand about a person is communicated nonverbally," explains Match.com Director of Dating Kathleen Roldan. "People often make quick assumptions because of how they've interpreted these non-verbal cues and our research confirms that the type of beverage we order is no exception to this rule."

When asked what wine-inspired characteristic best describes their ideal partner, single men & women responded that



Wine characteristics could match what singles want in a romantic partner.

they are most looking for someone who is fun (63 percent), a trait respondents felt embodied Australian wines better than any other wine import. That may be why singles chose Australian wine as the imported wine that best reflects their ideal style of partner, with nearly 64 percent indicating they would be interested in dating someone from Australia.

"Australia is typically associated with adventure, excitement and romance, so there is no better way to communicate these qualities than by ordering an Australian wine," said Jan Stuebing, director of Australian Wine Bureau.

The Australian Wine Bureau provides information and education on Australian wines through tastings, seminars, promotional materials and educational programs for wine professionals and consumers throughout the U.S. Learn more at www.wineaustralia-USA.com.