

BLVD
EXPERIMENT



for
**SELECTING
WINE**



COMMON GRAPE

Blueprint for Selecting Wine

START
HERE

Focus on a Few

1 or 2 Wine Styles at a time.



(Repeat)



Select Wine

Learn the layout & select your wine based on wine style & region.

Focus on a Region

Concentrate on 1 top region for each Wine Style.

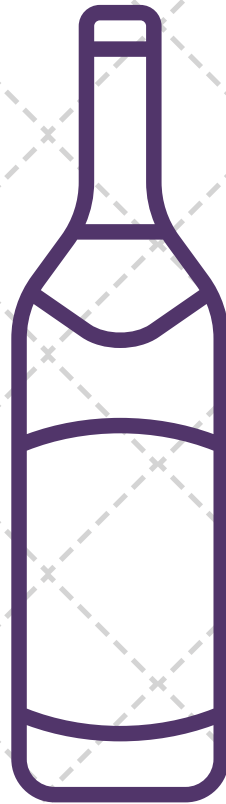


Take Notes

Notes help you remember the wine.

Taste & Compare

Familiarize yourself with the typical aromas & flavors.



Blueprint

5 Simple & Repeatable Steps

1 Focus on a Few Wine Styles

Your first step is to focus on 1 to 2 types of wine (or Wine Styles) at a time. To get the most out of this step, concentrate on the most popular wines like Sauvignon Blanc and Chardonnay or Pinot Noir and Cabernet Sauvignon. Because these are popular wine styles, you'll be able to easily find them in a store or a restaurant. This approach keeps things simple and frustration-free.

For wine styles and wine recos go to: commongrape.com/noble-grapes

2 Focus on a Region

Focus on 1 top region for each wine style. Stick to a New World region like California where the labeling is based on the grape and very easy to understand. Old World regions (ie anything in Europe) are labeled by region and become complex quickly. Tackle those regions after you feel comfortable selecting your New World wine.

For top regions go to: commongrape.com/noble-grapes

3 Taste & Compare

One of the best ways to understand the taste of wine is by comparing different styles to each other. It will bring out the characteristics of what the wine is and what it isn't. It will reveal how the wines are similar and how they are different. This is why I recommend focusing on two white wines or two red wines at a time.

For typical taste profiles go to: commongrape.com/taste-wine

Blueprint

5 Simple & Repeatable Steps

4 Take Simple Notes

Each time you taste a wine take a picture of the bottle, then take a few simple notes.

- Write down the wine style (ie. Chardonnay)
- Capture the region (ie California), and the sub-region (ie. Napa Valley)
- Note if you liked the wine or not and why

Taking just a few simple notes will help you remember the wine and reveal your preferences.

5 Select Wine

Now you can pull it all together. The wine style, the region, and your knowledge about what the wine tastes like will all help you select that delicious wine.

First: Learn the Layout

Notice how the wine shop is organized. Usually, they will have sections by country. They will also have sections for popular wine styles. Walkthrough your wine shop and get a good feel for the layout. Look for the wine styles that you've started with.

Second: Ask for Recommendations

You can also ask for a wine similar to what you like. For example, 'I'd like a Chardonnay from California. What do you recommend?' I would try a few different brands from California initially. This way you'll start to become familiar with those wines before branching out to other regions.