

THE ESSENTIAL WINE ROADMAP™

- ✓ Top wines to focus on
- ✓ Typical taste profiles
- ✓ Affordable brands to try



COMMON GRAPE



WELCOME

Throughout The Essential Wine Roadmap we'll answer these 5 key questions:

1. What are the essential wines?
 2. What do they taste like?
 3. What brands should I try?
 4. What wine style should I try first?
 5. What should I learn next?
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But, before we dive in, let me first say Welcome to the Common Grape community!

Our goal is to make wine approachable and fun. I believe you don't have to spend tons of money or have extensive experience to enjoy wine with confidence.

Whether you're just getting into wine or you're ready to learn more, I'm here to help you continue on your wine journey.



I'm Stephanie and I'm the founder of Common Grape. I want to help you feel confident selecting wine and entertaining with it.

When I first started getting into wine, I thought there was way too much to learn and I'd never know enough about it.

Since then, I've discovered that wine doesn't have to be so complicated or overwhelming. I want to share what I've learned with you so that you can quickly become confident and most of all enjoy some delicious wine!

With that, let's dive into the Essential Wines Roadmap!!

ESSENTIAL WINES

There are 7 types of wine that make up 90% of the wine consumed by Americans. These are foundational.

You can easily find them in wine shops and on menus. And they make pairing easy because no matter what type of food you're ordering or serving, one of these 7 will pair beautifully.

WHITE WINE - TASTE PROFILES

Light
Sweet to Dry
Aromatic



This is light and easy drinking on its own. It's known for floral and sweet fruit aromas. It ranges from sweet to dry. Look for sweetness indicators on the label. Great with Asian and spicy foods.

Light Crisp
Dry
Acidic
Herbaceous



This wine is light and easy drinking. It's known for tart, crisp freshness along with herbaceous notes. Great with seafood and light fare.

Full Rich
Dry
Buttery



This is a full wine with a rich, buttery texture. It's dry (no sugar or sweetness). It's known for being full, creamy and flavorful. Works with seafood, chicken, pork.

ESSENTIAL WINES

RED WINE - TASTE PROFILES

Light Bright
Dry
Red Fruit



This wine is one of the lightest reds. It's known for red fruit flavors and high acidity. It's easy to drink by itself and very versatile with food. Pair with seafood, white meat, and red meat.

Medium Fruity
Dry
Red &
Black Fruit



This wine is known for being a middle of the road kind of wine. It's medium-body with medium acidity, and both red & black fruit. Pair with pork and red meat -- especially roasts.

Full Bold
Dry
Tannic
Black Fruit



This is a full bold wine known for its fruity flavors and black pepper spice. Pair with barbecued meats and bold flavored foods.

Full Bold
Dry
Tannic
Black Fruit



This wine is known for being full and bold. It's very high in tannins which creates that mouth-drying sensation. Best enjoyed with fatty foods like burgers, steaks, or even portobello mushrooms.

WINE BRANDS

To keep it simple, we'll focus on affordable wine brands from California. These offer most, if not all, of the 7 essential types of wine.

DECOY

\$20-\$30

Chardonnay
Sauvignon Blanc
Cabernet Sauvignon
Merlot
Pinot Noir

J. LOHR

\$10-\$20

Chardonnay
Riesling
Sauvignon Blanc
Cabernet Sauvignon
Merlot
Pinot Noir
Syrah

WENTE ESTATE GROWN

\$18-\$20

Chardonnay
Riesling
Sauvignon Blanc
Cabernet Sauvignon
Merlot

ANGELINE

\$15

Chardonnay
Pinot Noir
Cabernet Sauvignon

WINE TO TRY FIRST

Try the essential wines in this order. This list starts with white wine going from sweet to full-bodied white and then transitions to red wine going from light to bold.



NEXT STEPS

- Try each of the 7 Essential Wines.
- Try the brands recommended.
- Experience their typical taste profiles.
- Try our Sip & Learn Wine Tastings 101. The best way to learn about wine is to taste and compare! This is a DIY tasting series that will take your knowledge to the next level.



Find Sip & Learn Wine Tastings 101 at [commongrape.com/store](https://www.commongrape.com/store).



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