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Gary Vaynerchuk's Wine-Tasting Checklist

- 1. Know What You Like!** It's the most crucial point to enjoying wine, just like food! Don't be ashamed if you like sweeter wines or only like whites.
- 2. You Gotta Try Different Things.** Don't be pigeonholed and drink Pinot Grigio like it's got the cure inside. Try new wines with the same flavor profiles- any knowledgeable sommelier or wine shop employee can help you.
- 3. Stick to Your Budget.** There are a lot of great wines for under \$10 and a ton under \$20. Just because you might spend more, it doesn't mean it will taste better for you!
- 4. Let it Breathe.** If you buy a young red wine, many will benefit from some time open before drinking it. Even a half hour can make a huge difference in how the wine tastes!



Gary Vaynerchuk is the New York Times bestselling author of "[The Thank You Economy](#)" and "[Crush It.](#)" He's also the founder of DailyGrape.com where he tastes several wines a day and tells you exactly what he thinks! He also recently launched a Daily Grape app.