



Date of Sample:

Winery Name:

Wine Name/Varietal:

Vintage: Country, Region, Appellation:

Price: Case-Pack:

Post-off: UPC: Y / N

Supplier: Website:

Unique Information:

SIGHT

Clarity: Hue/Color (Center & Rim):

Viscosity: Intensity of Color:

NOSE

Intensity of Aroma:

Fruits:

Non-Fruits:

Earth or Minerality:

Oak:

PALATE

Sweet/Dry: Tannin:

Acidity: Body:

Alcohol: Finish/Length:

Fruits:

Non-Fruits:

Earth or Minerality:

Oak:

CONCLUSIONS

Any outside factors influencing taste? (mood, smells, coffee, etc.)

Is the wine Clean? (Any faults?-TCA, SO2/H2S, Oxidized, VA, CO2, etc.)

Is it Balanced?

Do I like it?

Express the Nature of the Grape or a Sense of Place?

At what Temperature does this need served?

How do I prepare to take this wine out? (cooler, champagne stoppers, etc.)

How many days can I present this wine? If multiple, how do I preserve it?

What are my Similar Products?

What are the Competitive Products?

What Foods would pair well?

Accolades?

Who are my Target Customers?

- | | | |
|----|----|----|
| 1. | 4. | 7. |
| 2. | 5. | 8. |
| 3. | 6. | 9. |



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