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## BLIND TASTING: Match the Wine to the Varietal

WEDNESDAY AUGUST 21, 2024 • 4PM - 7PM

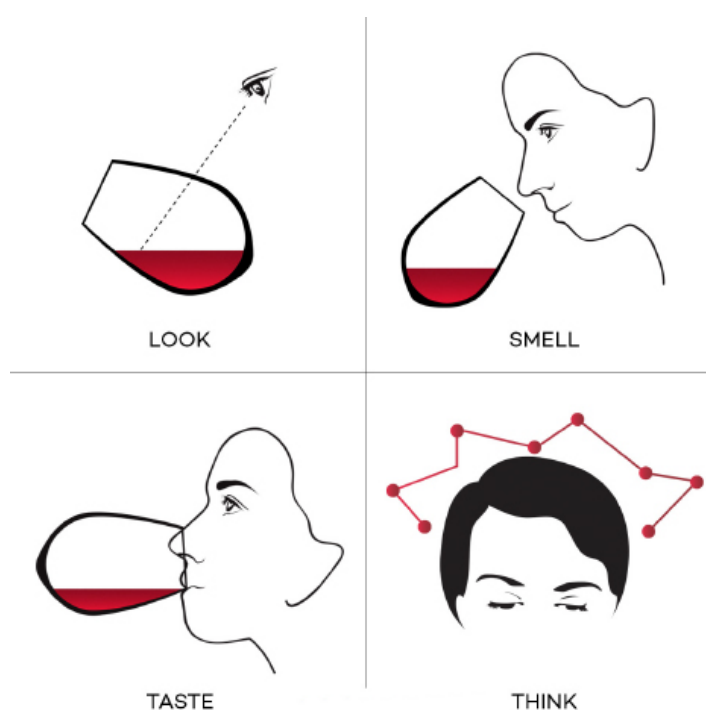


What is Blind Tasting? An individual's perception of products, including wine, is influenced by who made it, the origin of the product, the packaging as well as many other factors. Blind Tasting is a skill employed by wine professionals to assess the qualities of a wine without any information that might sway their perception.

Why would I want to blind taste? Generally, the more you know about something, the more enjoyment you derive from it. Wine is no different, and blind tasting is a great way to learn more about what you have in your glass. Understanding what characteristics you like guides you toward finding wines you really love. The skills acquired by tasting blind allows you to focus on what makes a wine appealing. Do you like Barberas from Italy because they remind you of raspberries? Do you taste Coca-Cola in Sonoma Coast Pinot?

Wednesday evening, Ferry Plaza Wine Merchant co-owner and Master Sommelier, Peter Granoff will introduce participants to the deductive tasting approach used in the Master Sommelier education and credential programs. Focusing on what distinguishes one varietal from another is a great way to build a consistent frame of reference in wine tasting. Plus, it will be fun!

THE WINES ARE SERVED AS TWO-OUNCE POURS & 5-OUNCE GLASSES.  
2-OZ FLIGHT: \$24 PER PERSON or \$18 FOR WINE CLUB MEMBERS



IF QUANTITIES ALLOW, THE FLIGHT WINES  
WILL BE ON SALE FOR THE EVENING AT 15% OFF RETAIL  
TO THOSE WHO PURCHASE A FLIGHT.

These wines and many others can be found on our website: [www.fpwm.com](http://www.fpwm.com)