

Contact: Jeanine Riedl
312/988-2169

Simplify Wine and Food Pairings for the Holidays

Wineanswers.com and Andrea Immer Launch New *Holiday Wine for Everyone* Section

ST. HELENA, Calif. – No one ever ruined an evening with the wrong wine and food match, but anyone can make their meals more delicious with wine, *no sweat*. That’s the kind of advice Andrea Immer, master sommelier and author of *Andrea Immer’s Wine Buying Guide for Everyone*, offers wine drinkers, who say they are puzzled about serving the right wine with the right food. Immer provides this motto along with her easy and foolproof wine tips on wineanswers.com.

“The holidays are fun – but people put a lot of pressure on themselves when it comes to shopping for and serving exactly the right wine to pair with the meal,” says Immer. “The biggest thing for people to remember is that wine and food are meant to be enjoyed together and shouldn’t become a source of stress, particularly during the holidays.”

Wineanswers.com is THE Holiday Resource for Everyone

To help put it all in perspective, Andrea Immer along with other wineanswers.com experts, have teamed up to develop an extensive resource for any and all holiday wine and food pairing questions. For those who are curious about what wines to serve for different occasions, wineanswers.com includes everything from how to get the best buys at a wine shop – to classic cocktail party pairings. Wineanswers.com showcases the following special holiday features:

Thanksgiving Wine Advisor

As if sharing your favorite wines with guests isn’t enough to be grateful for, this holiday wine column offers advice for red, white, rosé and sparkling wines – all great choices for the turkey feast.

Classic Cocktail Party Pairings

Impress your guests with classic wine and finger-food pairings – or just simply set out a variety of great-tasting fruity reds and whites and have your guests serve themselves. This party matcher provides recommendations for both methods and guarantees a fun, casual gathering. [See attached sidebar]

Hanukah Wine and Food Pairings

Kosher wines are produced all over the world. Find out what makes a wine kosher and which ones pair well with the traditional Hanukah menu, including potato latkes and grandmother's brisket. [See attached recipes]

Christmas Family Menu and Wine Pairings

Being with family is an important part of the holidays and so is sharing food and wine on this special occasion. Look no further for advice on great wines and a Christmas family menu for everyone. [See attached recipes and photography]

New Year's Festive Sparklers

Before you automatically reach for the Champagne this New Year's Eve, think again, for there are dozens of different types of sparkling wine out there: one for every personality, every mood, every price range. Find out which type fits your own bubbly personality, and chose your bubbles accordingly.

Rejoice, Recork and Refrigerate

What do I do with half a bottle of Riesling? What do I do with all this leftover turkey? It's simple. Just reseal (or recork) and refrigerate. This food and wine matcher gives leftover tips, food ideas and wine pairing suggestions. [See attached sidebar]

Enjoying Wine from Start to Finish

According to Immer, wine is simply a great choice for holiday entertaining. It's versatile, easy, affordable, and people love it – and she just wants you to have fun. She offers the following tips for buying, serving and enjoying wine:

- ✓ **Experiment and enjoy** – Consider holiday wine shopping an adventure rather than a chore. Have fun with it and enjoy the wine tastings offered at many wine shops and grocery stores. Tasting is a great opportunity to learn what you like – and experiment with new varieties. Immer's book *Great Wine Made Simple* is also chock-full of easy wine "tasting lessons" to help readers experiment and learn their preferences.
- ✓ **Don't sweat the wine shop** – Have no fear of the wine shop. It's just like going food shopping – just imagine that you're visiting the butcher or the fish counter – and feel free to ask questions, trust your instincts and buy what you like.

- ✓ **Benefit from buying in bulk** – If you’re planning on doing a lot of entertaining throughout the holidays, do all your wine shopping at one time. That way, you can benefit from some of the discounts that are available to those who buy a lot of wine at once. Some wine shops offer a 10 to 15 percent discount when buying a full case. Or, if you don’t plan to purchase enough wine for an entire case, consider coordinating with your neighbors, friends or family so that you can all receive the full benefit.
- ✓ **Look for good “food” wines** – Food-friendly wines, or those that pair well with a variety of foods, are easy to come by. Some great white grape varieties include Riesling and Sauvignon Blanc, which offer excellent value and great taste. Some red choices include French Beaujolais, the Pinot Noir grape, Italian Chianti, and Spanish Rioja. If you’re planning for some bubbly, Spanish Cava and Italian Spumante, are also great “food wines.”
- ✓ **Find the good deals** – Don’t be scared off by “cheap” wine prices. More often than not – the lower price means that the wine offers a good value in order to compete with better-known varieties.
- ✓ **No need for high-class glasses** – One good all-purpose wine glass will do the trick when serving wine to family and friends. People tend to get bogged down in the white wine and red wine glass “rules” but the truth is that any glass will serve as a wine glass.
- ✓ **How much wine do you need?** – Plan for about two glasses of wine per guest. Consider your guests’ wine preferences or follow this simple formula: 60 percent white wine and 40 percent red wine. Champagne, sparkling wine and rosé are considered white wine for these calculations. For a champagne toast, buy one bottle for every eight guests.
- ✓ **Try these cocktail party pleasers** – Now, it’s time to enjoy the wine you’ve purchased with your guests. Serve some fruity whites, like Sauvignon Blanc, and reds, like Zinfandel or Shiraz (Syrah) and have your guests serve themselves. For those who are curious about classic cocktail party combinations, visit wineanswers.com for specific pairings.
- ✓ **Remember red and white with turkey** – Since the traditional turkey feast offers a variety of flavors – from sweet potatoes to tangy cranberry sauce – the best bet is to choose red and white wine, place both bottles on the table, and let everyone enjoy whichever variety they prefer.
- ✓ **Just recork and refrigerate** – After the gathering, you may have both food and wine leftovers. Just treat your wine leftovers like you would food – reseal (or recork) and refrigerate – and enjoy within the next 3-5 days.

###

Wineanswers.com is sponsored by the Wine Market Council, an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry.