

Spec's Wine Down

by Collin Williams

We have recently launched a new idea on the Spec's Facebook Page that allows all of our team members and guests to learn about wine in a very casual and approachable way. We will be recording and posting wine tasting video blogs to teach you more about wine pairings, winemakers, and wines from around the world.

The goal is to remove the "stuffiness" from the wine genre and focus more on the everyday wine consumer. All topics pertaining to wine will be discussed, highlighting the areas that get the most feedback on our Facebook page.

For instance:

- What new Malbecs are out on the market?
- What is the difference between Sauvignon Blanc from New Zealand and those from France?
- How does a Pinot Noir from Burgundy taste?
- What's hot from Spain?
- Or, Have you ever wondered which wine pairs well with Flaming Hot Cheetos?

We will try to limit these videos to 2-3 minutes so that everyone can pick them up on their phones or other mobile devices. It seems that this form of communication and multi-media is allowing everyone to share ideas, form new ways to stream information, and create a wholesome community feel based around a common theme.

Here are some of the comments we have already received:

"Fantastic in depth review . . . I've always wanted to see a comparison between the 2 main Malbec producing areas . . . Its nice to see these are readily available for just 10 bucks at my neighborhood Spec's . . . I will go to the store right now and pick some up for tonight."

"Good job . . . I thought it was a great suggestion to break open the grapefruit to demonstrate how it complements the Sauvignon Blanc"

"Great one! The Chianti Classico always has a few slots at my household."

The idea of Spec's Wine Down is really designed to allow you, our guests, to interact with us and to tell us what interests you and those aspects of the wine world that you would like to learn more about.

Also, check out our "Wine Down Weekend Wine Pick" each Friday for our selection of the pick of the week!

Follow these links on our Facebook and YouTube pages to check out the latest postings.

Thanks for watching! ☺

 <http://www.facebook.com/Specs1962>

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Please email me at collinwilliams@specsonline.com with feedback.

