



# In The Know

with Eddie O.

YOUR RESERVE AMBASSADOR & MASTER SOMM



TASTE LIKE THE MASTER

Let's be honest. We all like the thought of rubbing elbows with celebrities, professional athletes, public figures and top CEOs. Why? Because as all of these individuals are known for their expertise, and our direct association with them gives us a sense of power and validity. We're 'in the know' with the 'who's who'. Well, you know what? Those who know great food and wine also have quite the following. Master these entertaining tips to set yourself apart, and watch your circle of influence grow.

### TASTING WISDOM

When hosting your own personal tasting of serious wines at home with friends, consider the following:

- Have an "intellectual theme" with the intention of teaching your guests something new. Themes to consider: Tuscany or Barolo vs. Barbaresco
- Serve wines in pairs (like the curated experience) so that you can compare & contrast different styles.
- Serve the wines blind & enjoy before any food, so that nothing takes away from the flavor profiles. Bring out the hors d'oeuvres afterward...sharp appetites make for sharper learning.
- Music can be a distraction so try to eliminate any noise.

Once your guests have that 'aha moment', the fun then begins...  
**the wine drinking!** Now you're ready, don't forget:



Serve reds at **65** degrees; cellar tempertaure. Reds at room temperature (68-72 degrees) have a hot finish... which you do not want.

Take whites out of fridge **10** minutes before consumption. This will allow the aromas time to reveal themselves.

For a professional presentation, all of your glassware should be the same. Use the best glassware you can afford...your guests will notice every detail. My favorites are Zaltos... expensive and worth it!

Until next time-- CHEERS!

For more wine tips, picks, tastings & experiences, upgrade your membership + join Reserve today!

*Eddie O.*

Eddie O.'s book *Power Entertaining* is available at Amazon.com, or bring Eddie in to do a private tasting at your home or company! WWW.EDDIEOSTERLAND.COM



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