

# MO WINE & GIFTS

Giving wine as a gift is always fashionable—regardless of the time of year. While any bottle can do in a pinch, sometimes we want the gift to be more *MEANINGFUL*. If that's the case for you, then here's my process to help you (and/or the folks in your local wine shop) make your selection:

## 3 Easy Steps For Wine Gifting

- 1) Focus on the tastes/preferences of the *RECIPIENT*
- 2) Select your gift to reflect the *OCCASION*
- 3) *MEANINGFUL* versus Expensive

*RECIPIENT:* Who is the gift for, and what do you know about their wine likes/dislikes?

*OCCASION:* What is the *OCCASION* that you are bringing the gift to?

*MEANINGFUL:* If your gift is to be *MEANINGFUL*, it needs to be *FULL OF MEANING*—regardless of how much you've spent.

Happy gift giving, and cheers to you and yours!

**Pat Dodd**

The Wine Dodd



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## RECIPIENT:

Who is the gift for, and what do you know about their wine likes/dislikes? Do they prefer red or white? Dry or Sweet? Sparkling or Still? Do they like to try new things, or prefer tried and true brands, or types that they are already familiar with?

If you aren't sure, ask others who might know their tastes better. If you are still at a loss, move on to *OCCASION* and let that be your guide...

## OCCASION:

What is the *OCCASION* that you are bringing the gift to? Are you celebrating something? Sparkling wine (Champagne, Cava, Prosecco, etc.) is always festive and it comes in a number of colors (white, pink, red), flavor types (some dry to dessert sweet), and price ranges. Or, this might be an opportunity to gift a "special" bottle of their favorite wine style. (Note: This doesn't mean "break the bank". See "*MEANINGFUL*," below.)

Is it a dinner party? How about a wine that will go nicely with the foods being served—*BUT*—don't assume that your host will open your bottle that night!

## MEANINGFUL:

If your gift is to be *MEANINGFUL*, it needs to be *FULL OF MEANING*—regardless of how much you've spent. The good news? Following the steps above has created "The Why" for your gift—so share your story! For example: "I know how much you love Pinot Noir, and I found this really interesting one from New Zealand! It has received great reviews, and I've heard it pairs really well with lamb, if you need another bottle on the table tonight." And for a special occasion bottle: "We are so happy and excited for you, and wanted to get you something to celebrate with! We found this limited edition Cabernet Sauvignon from the Napa Valley. Of the only 200 cases made, nearly all of it was sold to exclusive restaurants. We were very lucky to find a wine shop that carried it."



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