

A Fun Way to Shop for Wine

Let us help you shop for wine; we organize our wines by style. A wine's style is determined by its weight and flavour. These attributes make wine best suited for certain foods, moods & occasions. We use graphic icons to group similar wine styles together. This way you can learn more about what you like and feel comfortable exploring other wines that you normally wouldn't consider.

Definitions to help you

Wine Weight

A wine's weight or body is experienced inside of our mouth as a 'mouth feel'. Light wines feel light in your mouth like water. Medium wines have some body, much like fruit juice. Rich wines feel like milk - full-bodied and luscious.

Wine Flavour

Wine flavour is defined by all the sensations we experience from our nose and palate. Flavours include any combination of the five primary taste sensations of:

Sourness

Sweetness

Bitterness

Saltiness (mostly not desirable in wine)

Umami (the presence of glutamate in some wine)

Flavour also considers any chemosensory sensations.

We experience chemosensory sensations on our taste buds and through our nose. The tingling from sparkling wine is a chemosensory sensation.