

AS SEEN IN
WINES&VINES
NOVEMBER 2005

off the
vine

w.r. tish

We can talk 'til we're
garnet in the face
about Pinot Noir (still
being the hottest thing
going, but I'd like to
shift the discussion to a trend that is
perhaps subtle, but also broader, more
important and likely longer-lasting.
And, strangely enough, it is unfolding
right under - or, more accurately, over
- our noses.

WYSIWYG wine has arrived.

That's WYSIWYG, as in "whizzy-wig,"
as in "What You See Is What You Get."
It's a vision thing. More than ever
actually *look* like they *taste*.

The phenomenon is most apparent in
what wine watchers like to call "fun"
wines... It doesn't take a *Spectator*-
toting connoisseur to realize that these
are not serious wines. In fact, it doesn't
take much more than a second or two.

**They just look like fun.
And they taste fun, too:
*smooth, fruity, easy.***



Second That. I see tremendous
potential for wineries to distinguish
their second labels, drawing attention
without diluting their prime wine's
identity. Colors work wonders in
the case of the Riverside Farms label
by Foppiano - the wines scream
"fresh, bright and lively!"

www.riversidebyfoppiano.com