

FOR IMMEDIATE RELEASE:

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All Things Wine

Understanding all you need to know about wine: the categories, taste, allure and food pairing of wine.

(Los Angeles, Calif) Wine has quickly become the alcoholic beverage of choice among Americans. Companies are marketing heavily to the twenty and thirty age group with trendy labels, screw on tops and affordable price points. Consider these wine findings:



1. In 2007, America's consumption of wine increased 5 percent over the previous year to about 3.8 billion bottles.
2. By 2015, Americans are predicted to drink more wine than the French.
3. Women buy 60 percent of all wine, while red wine outsells white wine.
4. One of the biggest selling wines retails for \$1.99 a bottle ("Two-Buck Chuck).
5. About 13 percent of Americans drink wine 2-3 times a week and 14 percent drink it occasionally (Adams Beverage Group).

For those taking their first taste of wine to wine aficionados, **Dr. Keith and Debra Gordon** have released the wine companion, ***Wine on Tuesdays: Be a Serious Wine Drinker Without Taking Wine Seriously*** (Thomas Nelson, September 2008).

"We wrote this book to show people that wine is not a stuffy, fusty libation best served in crystal glasses in hushed, walnut-paneled rooms," said author Keith Gordon. "It's fun and fresh and meant to be enjoyed at all times – even on Tuesdays."

Chapters include the history of wine and the winemaking process, the different varieties, food pairings, shopping for wine, ordering tips and more. *Wine on Tuesdays* will help readers understand the following:

- Wine Basics: The grapes, harvesting, the look, the taste, serving and storing of wine
- Dining Out: Wine restaurants, wine bars and wine festivals
- White Wines: Chardonnay, Sauvignon Blanc, Pinot Grigio, Riesling and Gewürztraminer
- The Other Whites: Viognier, Chenin Blanc and Semillon
- Red Wines: Merlot, Cabernet Sauvignon, Shiraz, Pinot Noir and Zinfandel
- The Other Reds: Cabernet Franc, Nebbiolo, Barbera, Chianti, Malbec, Beaujolais, Meritage, Tempranillo, Pinotage, Petite Sirah, Mourvedre, Grenache
- Information on French, Italian, Spanish Wines, Champagne, Sparkling Wine and Dessert Wines

Wine on Tuesdays will create a new enthusiasm with readers while integrating it into their daily lives with the attitude reiterated by the authors, "With wine, there are no rules, never stop experimenting and learning," says Dr. Gordon.

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About the Authors:

Debra Gordon is an award-winning journalist and freelance writer who authored *The Complete Idiot's Guide to Type 2 Diabetes* and contributed to more than a dozen consumer-oriented health books. Debra's work focuses on health and medicine, which is part of the reason she became involved in wine writing. She has written for *Wine Enthusiast*, *Wines and Vines* and the now-defunct *Wine Adventures* magazine.

Keith Gordon, PhD, earns his living as a pharmaceutical marketing consultant, but spends his spare time (and some work time) researching, buying, and drinking wine. He and Debra write the Wine on Tuesdays blog (www.wineontuesdays.blogspot.com) and live in the Virginia Beach, VA area.

Suggested Interview Questions for Debra and Keith Gordon

1. Why has wine become so popular over the last several years?
2. What are some basics every wine drinker should know?
3. What are some differences between the red and white family of wines?
4. What is some basic information on uncorking wine, boxed wine, storing wine and serving wine?
5. What are some of the more popular red and white wines and what meals are they best served?
6. What are some of the "lesser" known or underrated wines?
7. What should wine lovers know about dining out, wine clubs or ordering online?
8. Which wines should be served on specific occasions or celebrations?
9. What are some things to remember when pairing food with wine?
10. What is a dessert wine and when should they be served?