

CHOOSE BETTER WINES AT HALF THE PRICE, WITHOUT BECOMING A WINE EXPERT.

You're knowledgeable about so many things. Who has time to become a wine expert too? **WineWords** works as your own personal Wine Advisor, expanding your vocabulary and repertoire of great wines—most of them retailing at less than \$20 a bottle.

DO YOURSELF A FAVOR.

Circumnavigate the murky fog of stuffy viticultural jargon to flawless, discerning choices that are as easy on the palate as they are on the pocketbook.

LESSON 1. FRUGAL PICKS THAT YOU CAN TRUST

Stop spending money on new bottles when you have no idea if they're good or not.

- Every two weeks, **WineWords'** panel of connoisseurs will recommend six wines: two well-researched, widely-available picks in each of three price ranges.
- A simple chart will not only tell you what to buy, but where you can buy it at a discount—*right now*. Order online, or just print and go to your local wine merchant.
- Maximum value—the best wines for the lowest possible prices—will *always* be emphasized.

Sample Table

\$20 or less	\$20–\$45	\$45 and up
Wine 1a	Wine 1b	Wine 1c
Wine 2a	Wine 2b	Wine 2c

LESSON 2. WINE BASICS MADE SIMPLE.

Stop staring at the wine shelves in the supermarket with that glazed-over look.

Here's what you'll get with each bi-monthly issue (that's 24 issues a year):

- **Wine, Two Three.** A toolbox of useful information, offering streamlined graphics depicting...
 - Food Pairing: Which wines go with which foods?
 - Classes in Glasses: How to choose the proper wine glass.
 - Notes from the Underground* : How to start your own cellar.
 - The Wine Glossarist: Build your wine lexicon!
- **Region de la Saison.** Six issues at a time, an amusing series of *vignettes* will highlight the distinctive flavors of a specific wine region. Gradually and painlessly, you'll become acquainted with established as well as promising up-and-coming varietals of each region.
- **The Road Warrior.** Restaurant reviews with one eye on the grape, for the business traveler *in-the-know*. Set the mood with a savvy wine list so you can get down to business with appropriate ambience.
- **One Bad Grape.** ** Need we say more? Consider yourself warned.

LESSON 3. GET THIS. ONLY AT WINEWORDS.

Got priorities? Manage your time accordingly.

- **YOUR PERSONAL WINE COACH.** You heard right. That bottle your eccentric cousin Brian brought two Thankgivings ago—is it ready to be opened? What on earth do you serve with Vietnamese Pickled Papaya Prawns? Subscribe now, and you’ll get a free pass for [how many?] one-on-one phone appointments with one of our living, breathing Wine Specialists—**absolutely free**.
- **YOUR COMMUNITY, IF YOU CHOOSE TO ACCEPT IT.** Our wine experts *know* you’re on a tight deadline. But it’s only fair to tell you that by subscribing to **WineWords** you’ll become part of a community of like-minded professionals. You’ll be invited to wine tastings and other events in your area, where you can mingle. You don’t *have* to go, but you can. We’re not your mother.

JOIN NOW!

For only \$49 a year, you’ll get 24 issues of WineWords, delivered straight to your email inbox. Just one click away from the ad-free PDF version, designed for clarity and usability in almost any platform. Read it digitally or print it out.

Many of our favorite wines have won awards over wines two or three times more expensive. Previously, this kind of information was only available after tasting hundreds of wines, or reading hundreds of wine trades. Your subscription to **WineWords** pays for itself.

If WineWords is not to your taste, you’ll get a full refund. Try **WineWords** for two months, and if you’re not satisfied, we’ll give you a full refund, *no questions asked*.

[copy explaining how they sign up]

*alternately, “Notes from Down Under,” or “Tips from Down Under.”

** alternately, “The Bad Bunch,” “The Baddy Bunch,” “Labels with Warning Labels,”

“Drink to me only with thine eyes. Please.” “Sonoma, We Have a Problem...” “The Sound of Breaking Glass” and so on...