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Why Finding The Perfect Wine Is A 'Matter Of Taste'

by Jon Costantino

Saturday at The Mandarin Hotel in New York City, wine enthusiasts from around the world gathered for *Matter Of Taste*, an exclusive event held by *The Wine Advocate* and eRobertParker.com featuring producers and vintages handpicked by the publications' expert team.

"We really only wanted the best of the best," said Lisa Perrotti-Brown, a Master of Wine and Editor in Chief of *The Wine Advocate* and erobertparker.com. "It was almost like picking children. And in some cases it wasn't about who's the best known or who's the most famous. It's about little known people as well you really want to push out there."

One of the major criteria of the wines featured at *Matter of Taste* was that each wine had been scored a 90 or above on Robert Parker's highly regarded scoring system. According to the Robert Parker system, a score of 90-95 is considered "outstanding" and a score of 100 is "perfect."

100. "The wine reviewer gives out scores that can see

Another event held this year produced winemakers and people vintage

served at the precise temperature.

Events like *Matter of Taste* are part of a growing interest in wine, which include festivals from New York to Napa Valley, to films and television shows focusing on being a sommelier like *SOMM* and *Uncorked*. "Millennials are drinking way more wine more than ever before. They really think it's the old ways and our

The biggest way now is on bottles or pictures. The rise of the iPhone picture, one kind of comments. It's always that," Perrotti-Brown added, "My husband complains that I have more pictures of wine labels on my phone than I do of him."

So whether you're enjoying a 98-point Sauternes from Chateau Suduiraut (featured at the event), or even a wine produced locally, it's easier than ever to find a bottle to enjoy. "What we're all about at *Matter Of Taste*, is to make it be fun, to get rid of all the snobbery that's associated with wine," said Perrotti-Brown. "There's got to be something for everybody."



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