

# WINE & TEMPERATURE



# SERVICE TEMPERATURE VS. STORAGE TEMPERATURE

DIFFERENT WINE  
STYLES TASTE THEIR  
BEST AT DIFFERENT  
TEMPERATURES

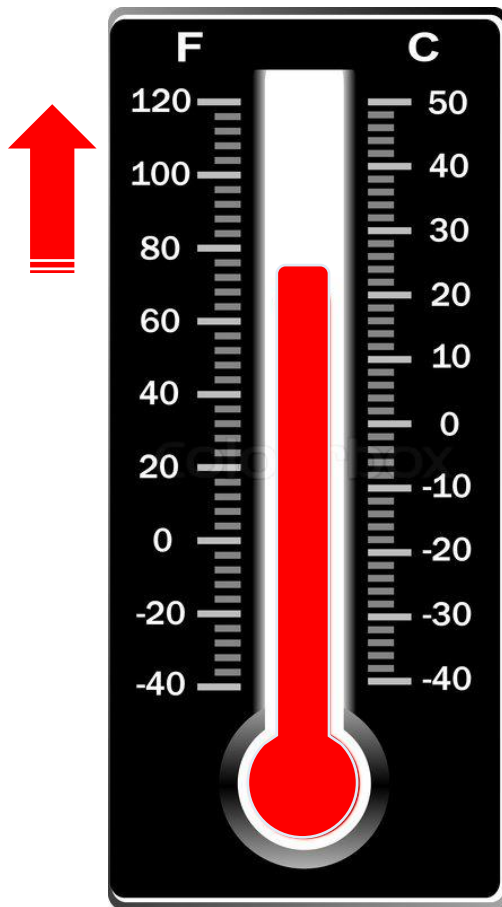


ALL WINES ARE BEST  
STORED AT THE  
SAME "IDEAL"  
TEMPERATURE

# TEMPERATURE GUIDELINES FOR STORING WINE



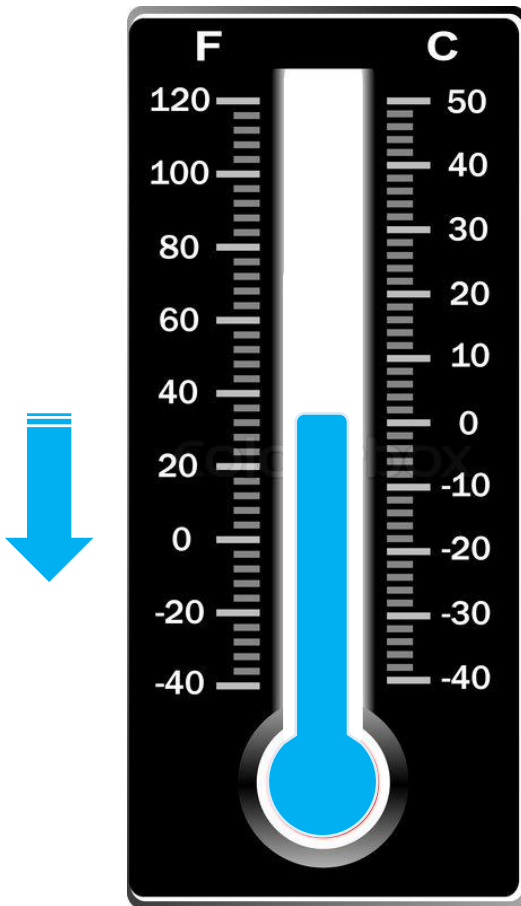
NO MATTER WHAT, KEEP WINE  
OUT OF THE “DANGER ZONES”!



ANYTHING OVER 75°F  
IS FLIRTING WITH  
DANGER.

ANYTHING OVER 80°F  
WILL COMPROMISE  
WINE QUALITY

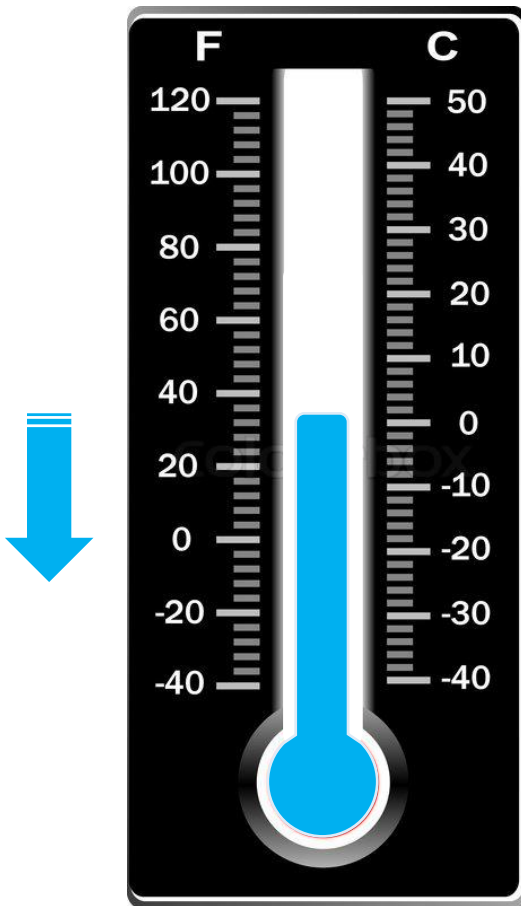
NO MATTER WHAT, KEEP WINE  
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ANYTHING BELOW 35°F  
IS FLIRTING WITH  
DANGER.

ANYTHING BELOW 32°F  
WILL FREEZE THE WINE  
AND BREAK THE BOTTLE  
OR COMPROMISE SEAL

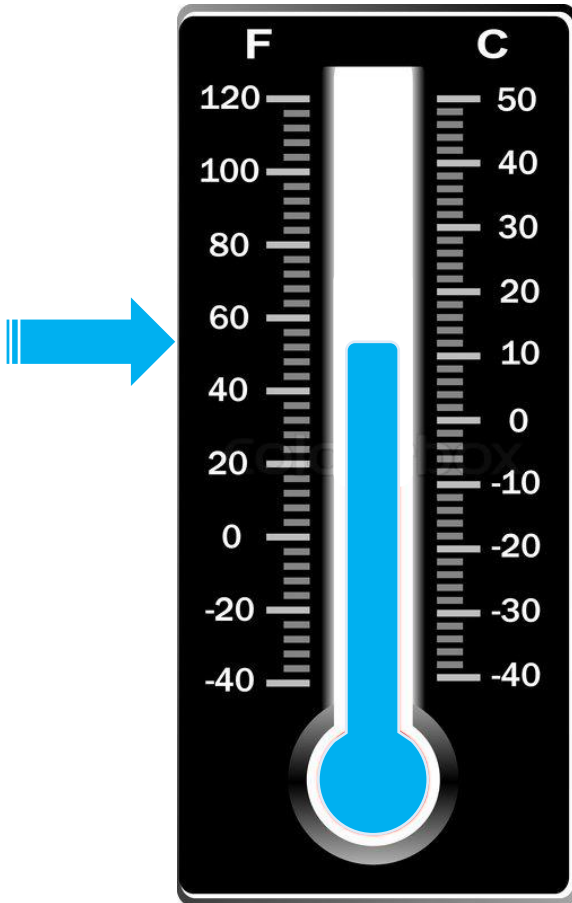
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WINE QUALITY

# IDEAL “CELLAR TEMPERATURE” IS COOL, BUT NOT COLD



NATURAL UNDERGROUND  
CELLARS ARE ALWAYS THE  
SAME TEMPERATURE: 55°F.

THE BEST LONG TERM  
STORAGE TEMPERATURES  
ARE THEREFORE IN THE  
50-60°F RANGE

# WHAT ABOUT SHORT TERM WINE STORAGE?



IT'S OK TO STORE WINES  
AT SERVICE TEMPERATURE  
IF THEY'RE LIKELY TO BE  
CONSUMED WITHIN A  
FEW MONTHS, BUT IT'S  
PRUDENT TO TAKE STEPS  
TO AVOID THE  
“DANGER ZONES”



# TEMPERATURE GUIDELINES FOR SERVING WINE



EVERYONE HAS THEIR  
OWN PREFERENCES  
[AND EVERYONE IS RIGHT!]



WHILE THE WINE TRADE  
RECOMMENDS CERTAIN  
TEMPERATURE RANGES  
FOR DIFFERENT STYLES,  
IT'S FINE TO DRINK IT  
**THE WAY YOU LIKE IT!**

# ALMOST ALL WINES TASTE BEST CHILLED, EXCEPT REDS



WE DRINK MOST DRINKS  
EITHER CHILLED OR HOT.

WINE ALMOST ALWAYS  
TASTES BETTER CHILLED,  
BUT RED WINES ARE THE  
EXCEPTION TO THE  
RULE.

# SPARKLING WINES

[AND DESSERT WINES, TOO!]



- IDEAL TEMPERATURE:  
40-45°F
- SHORT TERM STORAGE:  
KEEP REFRIGERATED
- IN PRACTICE:  
KEEP IN FRIDGE UNTIL  
READY TO SERVE  
[OR ON ICE UNTIL  
5 MIN. AHEAD]

# WHITE WINES

[AND STILL ROSÉ WINES, TOO!]



- IDEAL TEMPERATURE:  
40-50°F
- SHORT TERM STORAGE:  
KEEP REFRIGERATED
- IN PRACTICE:  
KEEP IN FRIDGE UNTIL  
10-15 MINUTES BEFORE  
SERVING [OR ON ICE  
UNTIL 15-20 MIN. AHEAD]

# RED WINES



- IDEAL TEMPERATURE:  
60-70°F
- SHORT TERM STORAGE:  
KEEP AT ROOM TEMP.
- IN PRACTICE:  
PUT IN FRIDGE FOR 10-15  
MINUTES BEFORE  
SERVING [OR ON ICE  
FOR 5-10 MINUTES]

# WHAT IF MY WINE'S TOO HOT?



THE FASTEST WAY TO  
CHILL WINE IS TO  
SUBMERGE IT IN A MIX  
OF ICE AND WATER.

IF YOU'RE IN A RUSH,  
SPINNING THE BOTTLE  
WILL SPEED UP THE  
PROCESS

# WHAT IF MY WINE'S TOO COLD?



THE SAME PRINCIPLE  
APPLIES. EITHER  
SUBMERGE IN WARM  
WATER [NOT HOT!] OR  
PUT IT IN A BOWL OR  
LET IT SIT UNDER THE  
FAUCET, AGAIN  
WARM, NOT HOT!



# WHAT IF MY OPINIONATED GUEST SAYS I'M WRONG?



THE ABOVE GUIDELINES ARE GENERALLY ACCEPTED IN THE WINE TRADE. HOWEVER, NOT EVERYONE AGREES.

# ACKNOWLEDGE THEIR RIGHT TO THEIR PREFERENCE



LIKE ALL  
SENSORY LIKES  
AND DISLIKES,  
PERSONAL  
PREFERENCES  
TRUMP  
STANDARD  
GUIDELINES.