

Inaugural Newsletter

Welcome to Wine Guy Enterprises inaugural newsletter!

In this first edition, we hope to share with you some of our company philosophy and why we exist. More and more of us have discovered the pleasure of consuming wine, and that drinking good wine is a part of living well.

Wine Guy Enterprises is a wine education and marketing firm. Our education programs are led by the Wine Guy Tours® brand. We believe that consumers want to be more knowledgeable and confident about the wines they consume. We also believe that there are only a few credible opportunities to learn about wine that are unbiased. Our program offerings are designed based on the exclusive interests of the wine consumer. While programs and activities like visiting wineries and attending wine dinners are great entertainment and highly recommended..., those experiences can also add to confusion of one's confidence and knowledge about wine. Similarly, when you depend on a Wine Spectator or Robert Parker rating to tell you what is a good wine, you will pay measurably higher prices, sometimes by as much 30-50% or more. Consider also that using their rating system is not nearly as much fun as having the confidence to discover and evaluate great wines on your own!

We have heard from many of you and know that there are others eager to build wine confidence and knowledge. By doing so, you too can reach the highest level of enjoyment of the wines you discover and consume. That notion is why we exist!

Our offerings include custom seminars, wine boot camps, girlfriend get-aways, and a select few luxury wine travel experiences each year. These programs follow the core structure used to teach professionals in the wine trade. Delivered in a most entertaining way, at fun venues, and with unbiased programs, is our commitment to you. Our programs are solely dedicated to the wine consumer.

We welcome your questions and comments at any time, and hope that you will keep in touch.

Welcome to Wine Guy Tours!

Cheers,

Gregoire

This edition's feature articles:

G. Poirier quoted in Palm Springs Article about Robert Parker, "Drinking by numbers

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An article on the value of decanting

[read more...](#)

Photo Gallery

Chateau Pichon Longueville Baron

Wine Guy Tours is among the select tour groups invited to use this chateau for private accomodations.

Hermitage, Rhone Valley

La Chapelle in the early spring

Burgundy, Cote de Nuit

The golden slopes in the fall, just after the harvest

more photos....