

# WHAT TEMPERATURE SHOULD MY WINE BE?

Serving wine at the recommended temperature brings out its intended flavor profile, character and bouquet by ensuring that the wine displays a balance of aroma, flavor, structure and alcohol. Serve wine too cold or too warm ... and you'll miss out.

## WHITE WINE BASICS

- ✗ If white wines are served too cold, flavors and aromas will be muted.
- ✗ Too warm and they become flat and flabby.
- ✓ Serve between 45 and 50°F, depending on the varietal.

## RED WINE BASICS

- ✗ Served too cold, red wines will seem excessively tannic and acidic.
- ✗ Too warm, they will become overly "hot," alcoholic and lifeless.
- ✓ Serve between 55 and 65°F, depending on the varietal.



**SYRAH, ZINFANDEL,  
MERLOT, MALBEC,  
CABERNET SAUVIGNON**



*Chill in the fridge for  
approximately 10-15 minutes.*



**PINOT NOIR**



*Chill in the fridge for  
approximately 15-20 minutes.*



**PINOT GRIS, RIESLING,  
SAUVIGNON BLANC**



*Chill in the fridge for  
approximately 30-40 minutes.*

## A NOTE ON WINE STORAGE

If you're storing wines for any length of time, keep both red and white wines at

**55°F**

Your kitchen counter, at a generous 70°F+, is far too warm!

60<sup>to</sup>  
65°

55<sup>to</sup>  
60°

45<sup>to</sup>  
50°

60°

50°

45°



**CABERNET FRANC**



*Chill in the fridge for  
approximately 15 minutes.*



**CHARDONNAY, VIOGNIER,  
WHITE BORDEAUX BLENDS**



*Chill in the fridge for  
approximately 30 minutes.*



**CHAMPAGNE,  
SPARKLING WINE**



*Chill in the fridge for  
approximately 40 minutes.*

