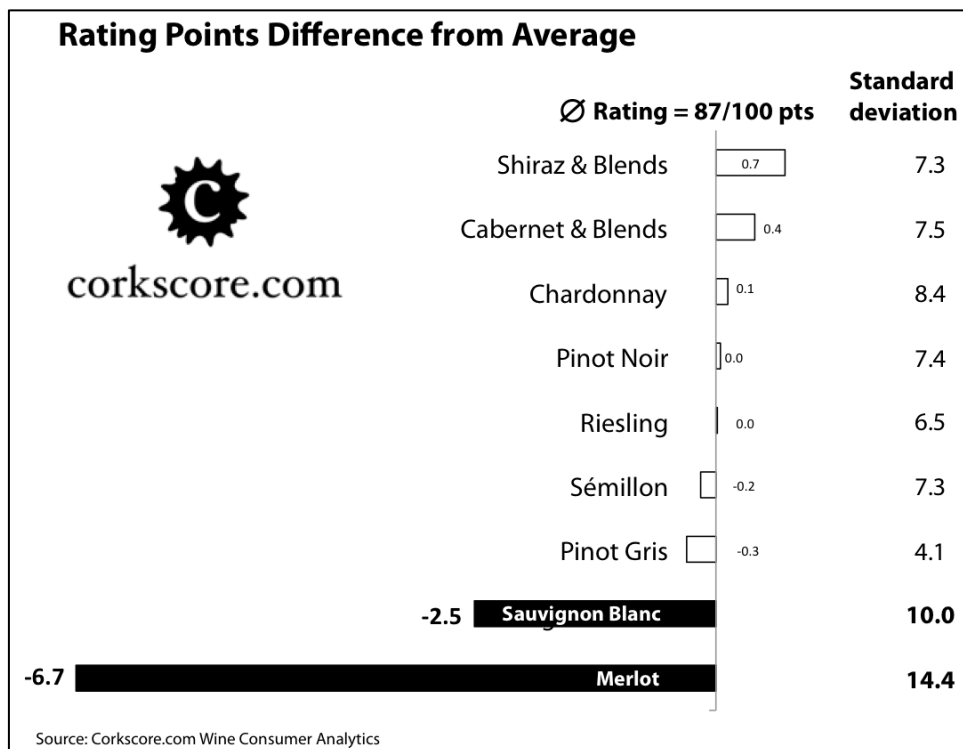


Sauvignon Blanc not popular with serious wine lovers

Sydney, 4 November 2009. Sauvignon Blanc may be growing fast in the mainstream market, but the grape fails to ignite a love affair with serious wine drinkers. User ratings on Corkscore.com, a site where wine lovers track wines as they drink from their mobile phones, show that wines made from Sauvignon Blanc and Merlot are the lowest rated among the major varietals.

“We have often heard in conversations with wine aficionados that Sauvignon Blanc is perceived as a simple, fruit driven and at times one-dimensional wine. Ratings from our users now provide some concrete data”, says Lars Herold, CEO of Corkscore. “On the positive side, it should be noted that the best Marlborough Sauvignon Blancs do get ratings of up to 92-94pts.”

CorksScore.com is a free service where wine lovers can keep their tasting notes and check wine prices directly when they drink or buy, with mobile, iPhone, SMS, Email and web access. The company regularly analyses its ratings database to discover emerging trends among its growing base of wine lovers.



Download chart at:
<http://corksScore.com/news/2009/11/03/125721600000.html>

Download Corkscore logo at: www.corksScore.com/news/images/Press_releases/corksScorelogo.png

Sauvignon Blanc based wines score an average rating of 84.5 points on the 100-point scale, which is 2.6 points below the average Corkscore rating of 87 out of 100. From the major varietals only Merlot wines score lower, with an average rating of only 80.3.

Merlot and Sauvignon Blanc also have the highest standard deviation of ratings, which underlines the mixed reception of these varietals among wine aficionados.

http://corksScore.com/news/images/Press_releases/Sauvignon_blanc_not_popular_with_serious_wine_lovers.pdf

About Corkscore.com

CorksScore Pty Ltd, Suite 101, Level 1, 696 Pittwater Rd, Brookvale 2100

CorksScore provides wine tasting notes “in the cloud”. Wine lovers can review wines and check wine prices from their mobile phone as they buy or drink, at a party or in a restaurant. The current wine and price database features more than 20,000 Australian, NZ and international wines.

Editor Note
High Quality Images

Food & wine, wine consumer, wine ratings, lifestyle
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