

Buy on bread, sell on cheese

Description

“Buy on Bread, Sell on Cheese” is an old saying among wine merchants. The experienced wine buyers frequently use bread as the food of choice when they are selecting wines for purchase. The reason is that a good crusty bread will cleanse your palate and prepare you to taste the next wine with an open mind. Cheese, on the other hand, is a great salesman’s tool because it blunts the palate and keeps you from tasting flaws in the wine. And at times, it even makes even a bad wine taste better. So next time you go to a trade tasting, keep this aspect in mind depending on whether you are buying or selling the wine.

Source – Austin (TX) Chronicle, Liquid Assets

Pic – Google

