

"The Sipping Point" Demystifies Wine for Overwhelmed Wine Drinkers

*According to a recent study the majority of wine drinkers report feeling confused by the sheer volume of choices on store shelves or restaurant wine lists and are looking for help to expand their knowledge. A new book, *The Sipping Point: A Crash Course in Wine* written by Laurie Forster, provides a solution to "overwhelmed" wine drinkers.*

Baltimore, MD ([PRWeb](#)) June 24, 2008 -- Do your eyes glaze over and feelings of sheer terror envelop you when you're handed the wine list at your favorite restaurant? Have you ever wandered aimlessly through the aisles of your favorite wine store searching in vain for that perfect bottle of vintage vino to gift the hostess of a dinner party you're attending?

Whether you are overwhelmed, an enthusiast or just plain curious about wine, readers can find help in a new book from Laurie Forster, The Wine Coach®, entitled *The Sipping Point: A Crash Course in Wine*. The book showcases a variety of topics including the secrets to dealing with a sommelier, great gifts for wine snobs, the keys to food and wine pairing, proper serving temperature for wine, how to start your own wine club and more!

Earlier this year, Constellation Wines released the latest findings of Project Genome™, the largest market research study on the habits of wine drinkers to date. They categorized consumers into one of six segments--Image Seekers, Enthusiasts, Savvy Shoppers, Satisfied Sippers, Traditionalists, and Overwhelmed. The largest group or 23% of wine consumers, fell into the Overwhelmed segment, while one of the second largest group were the Enthusiasts which account for only 12% of consumers, but purchase 25% of wine sold. The amazing common thread among most segments of the study was this - most people are totally inundated by the sheer volume of choices on store shelves or restaurant wine lists and are looking for help to expand their knowledge of what is contained in that vast array of bottles in the wine shop.

"As a wine educator, I find that many of my clients are looking to demystify wine so they can sit back, relax and enjoy it!" says Ms. Forster. "I wrote *The Sipping Point: A Crash Course in Wine* in plain, everyday English so that everyone can discover how to buy, taste, and enjoy wine with ease instead of anxiety. I also include some secrets and shortcuts that only seasoned wine experts know about so my readers can feel a bit more like wine insiders by the time they finish my book" explains Ms. Forster.

Written in a no-nonsense and entertaining style, *The Sipping Point: A Crash Course in Wine* will also tell you how to get those nasty red wine stains out of a white sofa, remove a broken cork out of a bottle of wine, how to feel comfortable reading a wine list that seems as long as a New York telephone book and how to properly open champagne without putting an eye out.

Ms. Forster's wine career began in 2002 as a way to blend her passions--wine and people. She studied with the American Sommelier Association to earn her certificate in Viticulture and Vinification and also trained as a life coach with CoachU, the leading global provider of life coach training programs. As The Wine Coach® she combines her training as a professional sommelier with her experience as a life coach to create unique corporate events, seminars and culinary tours that help people connect with wine and their passions. In addition to her extremely successful career as a wine educator, Ms. Forster is a columnist for several magazines, has her own weekly radio show "Something to Wine About®" and is a sought after guest on radio as well as TV shows. Ms. Forster is currently serving as the national media spokesperson for the "Pour on the Joy" campaign sponsored by Lindemans® Wines where she is helping people increase their happiness by making the wine-joy connection.

The Sipping Point: A Crash Course in Wine (TWC Press; July 2008, \$16.95; Paper; ISBN: 978-0-9817308-0-6) is available by visiting [The Sipping Point Website](#), online at [Amazon Bookstore](#) or by asking for it at your local bookstore. To book Ms. Forster for interviews, corporate functions or keynote seminars, please contact Booking@TheWineCoach.com or by phone at 410.820.4212. For more information on Constellation Wine's Project Genome™ visit [Constellation Wines](#) or for the Lindemans Pour on the Joy campaign visit [Lindemans Pour on the Joy Campaign](#)

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