

# martha stewart

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## How Wine Industry Insiders Track Their Favorite Wines on Their Phones

From discovery to delivery, learn about the apps and more that bring you the world of wine.

Whether you know a great deal about wine or simply know what type of wine you like best, there are a number of different apps that make it easier for you to discover, select, locate, and enjoy a great bottle. You can download an app (almost always for free) that will provide you with recommendations and reviews or one that will help you get same-day delivery. Many are even used by industry insiders.

So, which app should you download? First, determine what you want to get out of the experiencing of using said app. Are you looking to catalogue your tastes and manage a collection, or are you in need of advice on good pairings? Are you looking for e-commerce or education? Do you want expert industry advice or prefer crowdsourced opinions? "One of the major challenges for some of the most popular apps is that the reviews are crowd-sourced," says Elizabeth Schneider, author of *Wine for Normal*

*People* (\$18.24, *amazon.com*). "There are a lot of people rating and ranking wine that don't have a deep knowledge of wine descriptors. If you look at the numerical scores, almost everything averages out to a 3.5, which is not so helpful. The result is that as the user, you wind up with a poor idea of what the wine will actually taste like." Luckily, there are few happy mediums between the crowd-sourced sites and the review sites, she says, which can use outdated or snobby wine terms that aren't relatable. Here, wine experts recommend some apps that are worth the download.

## App Alternatives

If you're not interested in storing or archiving your wine selections, and are more concerned with visual discovery and curated picks from various experts in the wine community, some wine industry experts go the Instagram route. "Instead of hunting for the perfect wine app, I've chosen to take an app I already use and enjoy, and turn it into my own personal wine entertainment and central pulse of the industry," says **Meghan Delzell, director of sales and hospitality for Sangiacomo Wines**. "It serves up the best juicy details and in-depth education you can find through a digital portal and satisfies all of my thirst for knowledge about wine."

For her, it's about connecting to the wine world. "Not only does this provide a portal to my friends and family, it's a connection to sommeliers, winemakers, grape growers, barrel coopers, chefs, wine educators,

journalists, and so many more," she says. "I love how it connects me to the pulse of a winery in Argentina and the provoking thoughts of a wine critic all at the same time. Instagram is really what you make it by following people, places, organizations and hashtags that resonate with your interests." Anyone for #malbec and #roséallday?