

NEW YORK WINE SOCIETY

Taste with Confidence

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EXPANDED EDITION / SEPTEMBER 2026

A completed buying record

The following fictional case shows how to connect an occasion, a budget, a retailer's suggestion, and the result at home. It is not a product recommendation or a live price list. The placeholder wine names should be replaced with exact identities when you use the buying worksheet after this chapter.

The brief before shopping

Alex wants one white and one red for two separate dinners during the week. The total wine allowance is \$60, including any tax or other charges. Alex prefers a white with noticeable fruit aroma and little perceived sweetness, and a red with less drying texture than a previous purchase. Neither request requires a particular region.

Alex brings a photograph of the earlier red and tells the retailer which feature was distracting. The white request includes the planned dish, rather than only a grape name. This is enough to begin a useful conversation without pretending that either dinner has a single correct match.

The proposed purchase

Item	Fictional shelf price	Decision before checkout
White A, 750 mL	\$24	Fits the stated sweetness brief; ask about serving.
Red B, 750 mL	\$28	Retailer describes a less drying feel than the previous bottle.
Shelf-price subtotal	\$52	Leaves \$8 within the total allowance.

The \$8 is a budget reserve, not an assumed tax calculation. Alex checks the actual final total before paying. If charges exceed the allowance, the next step is a lower-priced substitution, not silently increasing the budget. The retailer should know which feature to preserve in a substitute: the white's sweetness style or the red's texture, rather than its artwork or reputation.

Buying worksheet: from brief to next bottle

Use this sheet for one purchase. It keeps the retailer's recommendation separate from your experience and makes the next action easy to find. The completed example in the preceding chapter shows how to use the budget and outcome fields without assuming a particular tax rate or a guaranteed pairing.

Occasion and complete dish	Total spending limit, including charges
Feature I want to preserve	Feature I want to change or avoid
Exact producer, bottling, vintage and size	Purchase date, seller and actual paid amount
Retailer or producer information, identified as such	My aroma, taste and texture observations
Result with food or under the intended serving conditions	Next action: repeat, adjust one feature, or move on

Attach a front-and-back label photograph if it helps identify the wine. When a suggested substitute differs, ask which part of your brief it preserves before buying.