

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

**The Somm Chef**  
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#### **Local Wine Educator Publishes New Book:** *Encourages Wine Enthusiasts to Shop Bottle Labels*

**(Rosemary Beach, FL)** – Local chef and beverage professional, Sydney Eliason, today announced the publication of her new book, [Wine Label Shopping: Buy More Than Just a Pretty Label](#), encouraging wine enthusiasts to select wines based on their labels. Focusing on certain clues in a wine label, Eliason posits that everyone should label shop, contrary to conventional thinking.

“Every label has four things in common: a region, a grape varietal, an age and an alcohol by volume. All of these impact a wine’s flavor,” Eliason says. “Some of these things – such as the region in reference to a grape’s varietal and climate – require some research. This guide provides a quick and memorable primer to assist the wine-tasting consumer.”

Once one understands how to read a wine label, one will have a better understanding of the product.

“This book is like the CliffsNotes of wine. You may not appreciate every nuance as you would if you read an entire book, but you’ll understand and be conversant about what’s going on in your glass in a very short amount of time,” Eliason says.

#### *About the author*

A graduate of the Culinary Institute of America, Eliason worked with some of the best chefs and beverage professionals in Minneapolis prior to relocating to Florida. Based in Rosemary Beach, she launched The Somm Chef, a boutique business offering private chef events and wine classes. More information is available online at <https://www.thesommchef.com> or via email at [sydney@thesommchef.com](mailto:sydney@thesommchef.com). Also find The Somm Chef on [Instagram](#), [Facebook](#), and [Twitter](#).

#### *About the book*

Eliason originally wrote Wine Label Shopping as a reference guide for clients but realized that others might benefit from its practical tasting guidance.

[Wine Label Shopping: Buy More Than Just a Pretty Label](#) is available in print and Kindle format.

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