



Top Wine Blogger Joins the ClassicWines.com Team

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Michael Zimberg, one of the net's earliest and most prolific wine bloggers, has joined a growing team of columnists on the popular website ClassicWines.com.

PR9.NET March 19, 2008 - Chester, PA – Michael Zimberg, creator of the blog What Would Mikey Drink, has agreed to be the newest columnist at ClassicWines.com, a site dedicated to providing original content and wine information to visitors. Zimberg has written unique wine reviews on his blog since 2005, putting him on the forefront of the wine blog explosion. Now he intends to provide readers of ClassicWines.com with a new tasting entry every day of the work week.

"Michael's passion and enthusiasm for wine is evident in his writing," says Mark Spangler, Vice President of ClassicWines.com. "We feel his ability to calculate consumer friendly scores and communicate his wine experiences will make him an asset to the Classic Wines editorial department and help lead a new generation of consumers."

Zimberg utilizes a unique, letter-based grading system for each wine he reviews. As he explains– "I apply a grade-school type letter to each wine based on its current value (A, B, C, D, and F). A \$100 wine should rock, conversation centering solely on the wine. A \$50 wine should be as memorable as a beautiful work of art. A \$10 wine I enjoy might get an A grade, while a \$75 wine that is better (relatively) gets a B- because it is weaker than other \$75 wines. Region and rarity also play a factor." Zimberg's departure from the standard Robert Parker 100 point system has already intrigued many readers of the site and has prompted conversation and counter-grades to crop up in the comments section of his entries.

What Would Mikey Drink, Zimberg's original blog, will continue to operate while he writes for ClassicWines.com. Some entries will appear on both sites, but the majority will be exclusive to Classic Wines. When asked how he intends to keep up with an 'everyday' pace, Zimberg replied "I try to write a review for every wine I try that I haven't already reviewed. Most nights we open something." In regards to how he chooses those bottles each night, Zimberg explains "I choose wines based on bottles I am given, bottles in my 800 bottle (and growing) collection, things recommended by retailers and wholesalers I trust, and some things I learn about from various wine publications, including Robert Parker, Steven Tanzer, Classic Wines, Alan Meadows, the Wine Spectator, and Karen MacNeal."

Zimberg's credibility stems from his enthusiasm, interaction with the wine community, and introduction into the wine world at an early age. "I had a '76 La Tache with my brother at the Flagstaff House in Boulder when I was 9 years old that stuck with me even to this day. Just a sip, but it was amazing." With a family deeply entrenched in wine culture, and by tenaciously reading all of the wine resources he could acquire, Michael grew up to have a very keen palate and ability to articulate what he was tasting. As his wife observes, "Mikey has an amazing sense of taste and always knows the perfect thing to drink— whether it's beer, champagne, scotch or wine."

Wine blogs are appearing very rapidly and new ones crop up or fizzle out everyday. It is an indication of renewed interest in the beverage and a sense that the "online generation" is preparing to embrace wine. When asked why he thought Michael Zimberg would stand out among the crowd, Mark Spangler of Classic Wines replied, "Mike will take a \$5 bottle of wine one day, and then surprise you with a rare vintage priced at \$1000 the next. He factors price points into his ratings, thereby giving consumers of all levels and expertise the ability to feel comfortable with his scoring system, regardless of the price point. His style of unbiased wine tastings is something we feel every wine site should have."

Classic Wines article section: <http://www.classicwines.com/wine-articles>
Michael's Blog: <http://www.whatwouldmikeydrink.com/>

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About ClassicWines.com

Classic Wines is committed to providing a website designed to fulfill all your wine needs. Check us for wine prices, wine ratings, and new videos.

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