How can I hold a successful wine blog?

scritto da Alessia Venturi | 24 Maggio 2016



Wine lovers, pay attention! Do you want to create a blog and share your experiences? But, do you not know how to write it? Sarah Marsh, Master of Wine, is also a wine blogger with a special interest in Burgundy, but a love for all wines. She regularly writes on her website, The English Nose, a blog about wine, and she gives us some friendly advices to write and convey incisively your thoughts. Read what she has said!

How your website was born? And which is its main activity?

After writing my Master of Wine dissertation on Pinot Noir clones on the C�te d�Or in Burgundy I decided to specialise in Burgundy and began the Burgundy Briefing a detailed report of each vintage en-primeur, which I have published every year since the 2004 vintage. In January re-launched the website

which now has films and articles accessible to everyone in addition to the vintage report which I sell through the website. I launched the The English Nose at the same time, which is a light-hearted blog about wine in general.

In a past life, working in the trade, I was a wine buyer of New World wines and despite spending many years focused on Burgundy my enthusiasm for a wider world of wine has not diminished. The English Nose blog gives me the opportunity to express my communicate this.

How do you find topics to review on your blog? Do you interview some winemakers?

It's not difficult! There are so many tastings in London, this is an easy starting point. From my days as a wine buyer I have many contacts around the world. I always interview winemakers and often make short films of them as seeing and hearing the person who makes the wines brings people closer to the wine itself.

What are the features needed to promote wine on a blog?

I wish I did it better! Twitter..I tweet several time about every blog I write and every article I put up on the Burgundy Briefing website. I often include short clips of the films.

Critic points of using a blog in wine scene.

A blog is personal and current. I think it works almost as a conversation with your audience/customers. It's a way of drawing people in and grabbing their attention for example my blog was created to draw new people who are interested in wine, but have no specialist knowledge in Burgundy, to the website.

What do you think about the role of media and press in the promotion of wine?

It can be very positive. I have worked both in the trade and

as a wine writer and in press relations so I have a bit of experience. Of course it depends on how the wines are presented. I am always quite careful about framing 'bad' reviews. I like to be constructive..after all you are writing about someone's livelihood. The influence of very high profile journalists can be detrimental, pushing up prices and affecting the style of wine.