

Exploiting the inattentive: The posted wine rating may not match the wine on the shelf

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Raymond Chen

The *Washington Post* did a spot check of area wine stores and found that of the “shelf talkers” signs (those things that describe the wine and tell you what score it received from *Wine Spectator* magazine) it found, a quarter of them were incorrect, usually by attributing a good score to the correct wine vineyard but from a different year. So when you cruise the wine store, make sure to double-check that the information placard actually matches the wine it’s posted next to.

[Raymond Chen](#)

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