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QUIRKY PACKAGING

A FEW OF OUR
FAVOURITE THINGS

**HOW RIPE
IS RIPE?**

STEVE WEBBER

**WHO
DARES
WINS**

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Late one night after a bottle of Nebbiolo...

Krystina Menegazzo

I write a wine-related blog called La Donna del Vino – <http://www.ladonnadelvino.com>. (The Lady of the Wine). My mother thought writing under a *nom de plume* might be a wise idea way back when I first started blogging. This was her way of making sure I wouldn't fall prey to an internet stalker. Little did she know that there was this little website called Twitter which would clearly state who was behind the blog for anyone interested. Suffice to say my mother clearly over-estimated the number of wine-loving stalkers out there.

It is prudent to brand a blog in the early stages. However I should mention that the La Donna del Vino name has sometimes caused more confusion than is needed. A few months ago an invitation arrived in the mailbox from a wine importer requesting I try his latest arrivals at his next trade day. I graciously accepted, clearly stating my name and blog name in my signature. A few days later I received a follow-up email querying whether I would be interested in listing any of his wines for the bar La Vita Buona – his assumption being I was the wine buyer there. I can see the mix-up: La and vino or La and vita. I hastily replied after realising his misunderstanding, guilt-ridden and exposing myself for who I really am. I'd never been to confession before but I felt like I should have. All I really wanted to say was, "No, I am not that important person who actually buys wine for a business, which would in turn benefit your own business. I'm sorry. I just write a blog. Mostly about wine. Err, if it's any consolation, I get my wine reviews in a free monthly Melbourne magazine – <http://www.gram.net.au> ..."

Another instance involved eventually meeting Jamsheed's Gary Mills through the South Pack winemakers tastings. It was noisy in the room and one of the boys introduced us. He obviously missed my actual name but heard some other words about what I do. Our subsequent meetings involved Gary greeting me with, "Hey Donna, how you going?" Initially I chose to let it pass, not sure whether he was just kidding or whether he actually thought my name was Donna. After the third instance I realised he did think La Donna del Vino was



written by Donna and so I subtly corrected him. He now knows my real name, but still prefers to call me Donna. Bless him.

So why bother with a wine blog? It essentially began and continues from the advice given late one night over a couple of bottles of Nebbiolo with my mate Matt Harrop, who suggested, "You should start a wine blog. It could be a way of finding a forum for all that shit that comes out of your mouth."

And I did. Such wise mentors have I.