askwines.com

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Ask a wine expert anything: free wine hotline opens the day before Thanksgiving

Ask Wines, a free wine hotline, opens at noon PT on Nov. 25, the day before Thanksgiving. Anyone can ask a question, and a wine professional types the answer.

KEY POINTS

- Ask Wines opens at noon Pacific on Wednesday, Nov. 25, at askwines.com. Asking is free.
- Eighty wine professionals have volunteered to answer, including Master Sommeliers, winemakers, wine educators and farmers.
- Thanksgiving brings the biggest spike in wine searches of the year.

NAPA, Calif. (Nov. 3, 2026) – Ask Wines, a free online hotline for wine questions, opens to the public at noon Pacific time on Wednesday, Nov. 25, the day before Thanksgiving, at askwines.com. Eighty winemakers, sommeliers, wine educators and other wine professionals have volunteered to answer the questions people send in.

Evan Roscoe, a Napa Valley wine marketer, came up with the idea for this hotline.

The timing follows the search data. Interest in wine spikes before Easter, Christmas and Thanksgiving, and the Thanksgiving spike is the biggest of the year. By the day before the holiday, most people have planned the meal, and the wine is often the last decision they make. A lot of the questions they have aren't really about information or snobby one-upmanship. Wine comes with a reputation for rules, and people don't want to get it wrong in front of family and guests.

Ask Wines works like a chat window. A visitor types a question, a wine professional reads it and writes the answer, and questions are answered one at a time, in the order they come in. Ask Wines calls this SI, for Somm Intelligence. People can ask about anything, from what a word on a label means to how long an open bottle keeps or whether it's okay to put ice in red wine.

"When people have questions about wine, it's usually not that they need the answer," said Evan Roscoe, founder of Ask Wines. "They're trying to feel comfortable with their choices. It's kind of like a reassurance helpline. Wine can be intimidating, and the way our industry markets itself hasn't helped. If we can get some of the best winemakers and wine experts in the world talking with people, we can break down some of those barriers."

The professionals answering include Master Sommeliers and other sommeliers, WSET Diploma holders, winemakers, wine directors, educators and farmers, from California and Washington to Europe and Australia. All of them are volunteering their time. Fifty signed up within five hours of Roscoe's first post about the project, and more are joining every day.

Roscoe, who works in wine marketing in Napa, got the idea from two places: a scene in *The West Wing* in which the President calls the Butterball Turkey hotline, and secondly, search data that shows how many people look up wine before Thanksgiving.

"I'll know it worked if people expect us to do it again next year," Roscoe said.

Ask Wines opens at noon Pacific on Nov. 25 at askwines.com. Asking is free, and wineries cannot pay to have their wines recommended. Visitors can leave an email address on the site now to get a reminder when it opens. Users must be 21 or older.

ABOUT ASK WINES

Ask Wines is a free online hotline where working wine professionals answer the public's wine questions, one at a time, in the order received. It opens November 25, 2026, at askwines.com. Follow it on Instagram at @askwinesonline.

ABOUT EVAN ROSCOE

Evan Roscoe grew up in Napa and works in wine marketing, making social media content for wineries that range from small family producers to some of the largest companies in the industry. He recently founded GoferPost, social media software for wineries and small businesses, and sits on the board of The Micro-Winery Guild, a group of Napa and Sonoma family wineries that make fewer than 5,000 cases a year. He posts about marketing wine and the wine industry to more than 17,000 followers on Instagram at @evan__roscoe.

THE INSPIRATION

Watch the clip from *The West Wing*: https://www.youtube.com/watch?v=JcAx4djR25Q

Key data points highlight how massive the interest in wine is right before Thanksgiving:

- **Wine Choice Dominance:** Among consumers who plan to purchase alcohol for Thanksgiving, 70% choose wine (ranking well above beer at 52% and spirits at 44%), according to Numerator consumer sentiment data.
- **Doubled Search Interest:** Google Trends and network reports (such as ABC News) routinely note that queries for phrases like "best wine for Thanksgiving" double in the days leading up to the holiday compared to normal weeks.
- **Last-Minute Errands:** Searches for nearby wine and liquor stores spike heavily right before Thanksgiving, ranking as a top last-minute search category in over half of U.S. states.

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