More wine is ruined by being too warm than too cold. A wine that is served too cold is easily warmed, but a wine served too warm can be difficult to chill. Therefore, when in doubt, serve it colder than you might think necessary. A wine that is too warm tastes alcoholic and is not a pleasure to drink.

In general, white wines are served cooler than red wines. These serving temperatures can be used as guidelines.

(65°F / 18°C would be the equivalent of leaving the wine out at room temperature for about 4 hours)
(39°F / 4°C can be achieved by leaving the bottle in the refrigerator for about 4 hours)

- **Australian Shiraz, California Cabernet Sauvignon, Rhine Wines, Vintage Port** 65°F / 18°C
- **Bordeaux, Châeauneuf-du-Pape, South African Pinotage and Catalonian, Chilean/Australian Cabernet** 63°F / 17°C
- **Red Burgandy, Southern French/Italian Reds, Rioja, Aust./California Pinot Noir, Tawny/Ruby Ports** 61°F / 16°C
- **Côtes Chalonnaise, Douro red table wines, young Zinfandel, Oregon Pinot Noir, New Zealand Cabernet and Pinot Noir, Oloroso and Cream Sherries, Bual and Malmsey Maderias** 50°F / 15°C
- **Chillon, Bourgueil, northern Italian/Washington State Cabernet Sauvignon, Valpolicella, young Chianti** 57°F / 14°C
- **Young Beaujolais, red Sancerre, Bardolino, Lago di Caldarro, young Sanish/Portuguese reds, vin de pays** 54°F - 55°F / 12 – 13°C
- **California/Australian Chardonnay, Sauternes, top white Côte d'Or Burgundy, sweet German Wines, Rhine and Mosel Kabinett and Spätelse, Tokay, Australian liqueur Muscat, Italian oaked Chardonnay, oaked white Rioja, Fino and Amontillado Sherries, sercial Maderia, white Port** 50°F / 10°C
- **Good white Pessac-Léognan and Graves, north-eastern Italian whites, Washington State Chardonnay, Chilean Chardonnay, Australian Semillon, New Zealand Chardonnay** 48°F / 9°C
- **Alsace, Chablis, Côtes Chalonnaise and mâconnais whites, dry German wines, Franken wines, Austrian Riesling, English wines, Australian Riesling, Cabernet and grenache rosé** 46°F / 8°C
- **Good Champagne/Sparkling wine, Sancerre, New York State, Chilean/New Zealand Sauvignon Blanc** 45°F / 7°C
- **White Bordeaux, Muscadet, Anjou, other Sauvignons, Asti, unoaked white Roja** 43°F / 6°C
- **Qba German wines, Soave, young Spanish and Portuguese whites, Vinho Verde, Swiss Chasselas, Austrian Grüner Veltliner, cheap rosé** 41°F / 5°C
- **Cheap sparkling wines** 36° – 39°F / 2 – 4°C