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THE SIPPING NEWS

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SOCIAL SWIRL / WINE FOR HIPSTERS

Forget the image of high-nosed wine sniffers. At Hip Tastes, Courtney Cochran of Your Personal Sommelier has designed a monthly party introducing wine to a new generation.

Locations -- mostly bars and galleries -- vary, as do prices, depending on the pours. The High Rollers event in August had one of the steeper price tags at \$60, but included some lush Brunello di Montalcinos and Bordeaux with nibbles to match. On Sept. 22, the \$30 South by Southeast event will pair Southeast Asian nibbles with Rieslings, Gewurztraminers and others.

Simply grab a glass at the door, wander up to the tables and the knowledgeable pourers explain the varietals in common language. Then, it's up to you to mix and mingle with the mostly twenty- and thirtysomething crowd. Cochran even helps that along.

For more information and a schedule, visit www.hiptastes.com.

Amanda Berne



Chronicle / Deanne Fitzmaurice