

# WHAT'S A **DIRTY WINE**? (AND HOW TO NEVER DRINK ONE AGAIN)

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NO DIRTY WINE.COM

# INTRODUCTION

We've all been there... having a great time with your favorite people. Out and about or entertaining at home.

And we are forced to drink a wine someone brings to the table you've never heard of...

Looks like it was chosen off the \$.99 Rack of the clearance section at a wine shop

Or maybe you were put in charge to buy the wine at the local wine shop or liquor store and are staring at the endless isles of wine asking yourself:



**How do I know which wine is not  
going to make me feel like crap  
the next day?**

Maybe it's good maybe it's not. Maybe it will give you the worst headache known to man the next morning or maybe you'll wake up feeling refreshed

But until now you really didn't know what you would be getting each time you opened a bottle of vino...



*So maybe you feel CHAINED TO THE SAME OLD BOTTLE of Wine each time*

because you know it won't give you a hangover but you want to try more. Finally but most shocking, **maybe you are vegan or looking to cut added sugar from your life but giving wine up isn't an option.** Did you know some wines aren't vegan? Crazy to think about but true and we will explain more in-depth later on.

# WHAT YOU ARE GOING TO GET.

Now we can (and will)  
get into all the reasons a  
wine can be dirty but the



bottom line is we all want to enjoy wine  
without the threat of having a terrible next day  
due to a few glasses.

Well I will PROMISE you by the end of  
this book you will CLEARLY  
understand what a dirty wine is an  
why you should NEVER drink one  
again.



And with an easy  
three-part checklist,  
you will be able to  
determine whether  
a wine is clean or  
dirty.



Now I'm no  
Wine Guru or  
master  
sommelier by  
any means.  
I'm just a  
regular wine  
lover like you.

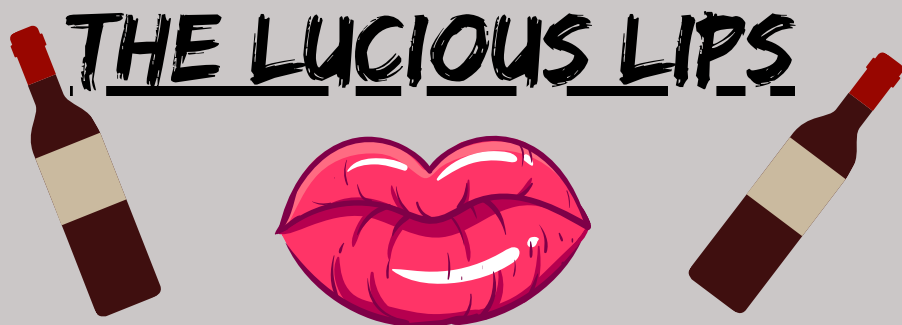


Working in the wine and hospitality  
business my entire adult life I've been lucky  
enough to try literally 100's of different  
wines.

I've created wine  
lists for high-end  
restaurants and  
trained 100's of  
people in basic  
wine knowledge.



But until recently I never heard the  
term “dirty wine” much less what it  
means.



But I do know they *were* some wines I just couldn't drink because it made me feel like absolute crap the next day. I even had an allergic reaction to a California Pinot Noir.

LETS CALL IT THE LUSCIOUS LIPS STORY:



When I was 21 and just started my career with wine, I took my mom to a restaurants' opening night party.( or a soft open) New is always exciting so my mom and I were pumped to try it out. We Ordered a bottle of California Pinot Noir and our entrees.



I've forgotten years ago  
what we ordered or ate but  
I'll never forget the wine.

This was my first  
experience with a dirty  
wine before I even knew  
wine could be dirty. In an  
allergic reaction to  
chemical additives in the  
wine, my lips swelled up  
like I got lip injections.

No joke, I had to bartend the next day with  
lips that looked like they were going to  
burst! Even after anti-histamines. So up until  
recently, I swore off all pinot noirs because I  
was triggered by even the smell of Pinot.



After learning what I'm  
about to share with you I've  
had plenty of clean pinot  
noir and no swollen lips. Not  
that I'm a doctor or anything  
but that has just been my  
experience.

# MYTHS ABOUT DIRTY WINE

Now you might think you need years of studying wine or fancy titles or you would have to be a scientist in a huge lab to figure out if a wine is free from chemicals, added sugar, or even animal parts.



BUT THAT IS COMPLETELY  
WRONG!

All you need  
is to be let in  
on a few  
insider  
secrets and  
you'll be able  
to spot a dirty  
wine from a  
mile away.





# THE THREE MAIN THINGS TO LOOK FOR WHEN SPOTTING A DIRTY WINE.

I'll start with the most common to the trickiest  
to find hiding in your glass.

So if you're  
looking to cut  
sugar from  
your life but  
not wine,  
you're in the  
right place.



If you're vegan and  
don't want animal parts  
hiding in your glass of  
wine. Even if you are not  
vegan but don't want  
animal parts in your  
wine (We'll talk about  
that in a moment)



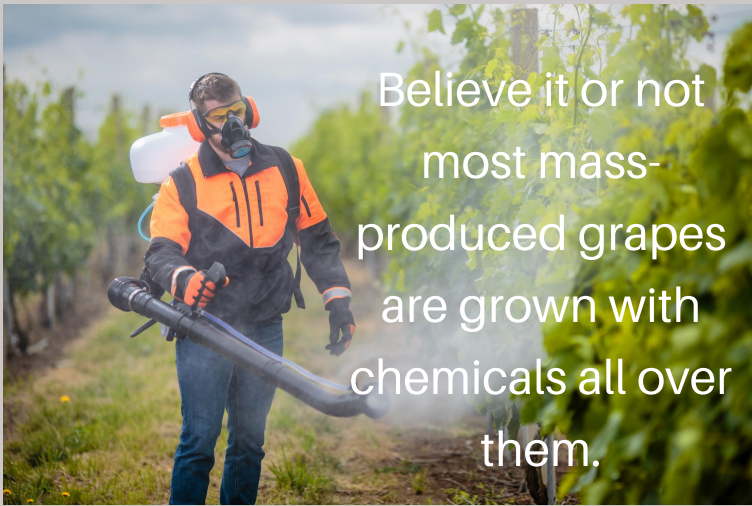
or if you are just looking for great tasting wine without any nasty additives that can cause those terrible hangovers, you're in the right place.

Not only that, I'm gonna show you how to spot a clean wine from this point forward, without ever opening a bottle.



## SO WHAT MAKES A WINE "DIRTY"?

*Well, if a vineyard uses chemical pesticides or chemical fertilizers when growing the grapes, That's A Dirty Wine!*



Believe it or not  
most mass-  
produced grapes  
are grown with  
chemicals all over  
them.

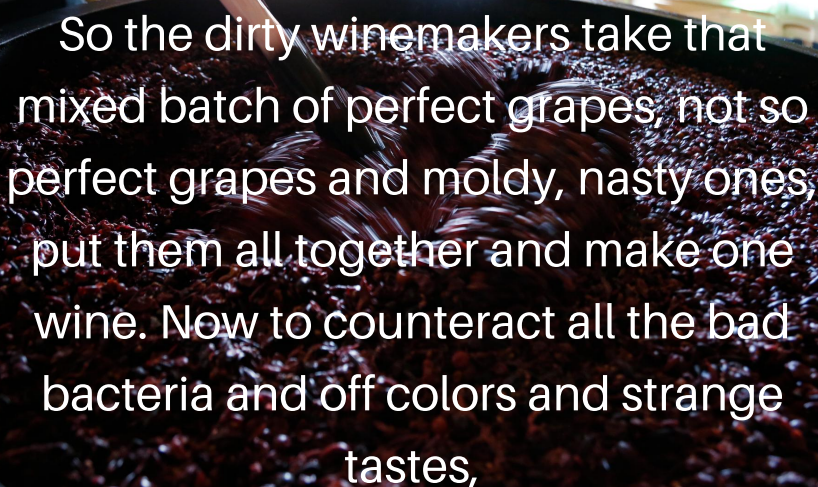
These companies have machines pick the fruit NOT humans. Let's think about that for a sec. These robots comb the fields with their huge metal arms tearing down tons of grapes, grapevines and whatever else they can grab.

Yeah, they're faster than people, but can those things tell the difference between a perfectly ripe grape and a moldy one?

**MACHINES PICKING  
GRAPES NOT PEOPLE**



**DEFINITELY NOT!**



So the dirty winemakers take that mixed batch of perfect grapes, not so perfect grapes and moldy, nasty ones, put them all together and make one wine. Now to counteract all the bad bacteria and off colors and strange tastes,



THEY ADD MORE



CHEMICALS TO THE WINE!



Stuff like Sulfites, Ammonium Phosphate, Copper Sulfate, and Mega Purple. ( Yeah that's real) Just to name a few. These hide, kill or balance all the things wrong with the wine and make it taste and smell the same from batch to batch and vintage to vintage.





## NEWS FLASH!

WINE IS A NATURAL PRODUCT. IT'S  
SUPPOSED TO TASTE A LITTLE  
DIFFERENT FROM YEAR TO YEAR NOT  
ALTERED IN A LAB TO A COPY OF LAST  
YEAR'S WINE.



BOTTOM LINE NUMBER ONE  
THING WHEN LOOKING FOR A  
CLEAN WINE:

#1

It HAS to be Biodynamic



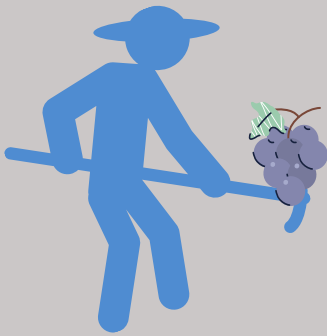
Either on the label or the wineries website, they'll proudly state they are biodynamic. All that means is that the grapes are grown naturally.

Using:

ZERO Chemical or Synthetic  
Pesticides

Zero Chemical Fertilizers

Instead, leave it to environmentally friendly solutions like having animals such as sheep horses or ducks on the vineyard to live on the soil and keep it fertile.



Basically how they used to make wine thousands of years ago. All of this makes an ideal ecosystem for delicious, unique, and most important CLEAN WINES.

# ANY VEGANS OUT THERE OR KNOW ONE?

Did you know some wines are NOT VEGAN?! Dirty winemakers use a fining process where they filter the juice using all sorts of strange stuff including gelatin which is made from animal parts!

GROSS!



#2

Look for the Words

"Unfined" or "Unfiltered"

On the labels of bottles or the companies' websites to ensure that winery does not use animal parts in their winemaking process.



# DONUT WITH YOUR WINE?



The last one is by far the most difficult to find out since winemakers don't put nutritional facts on the bottles.

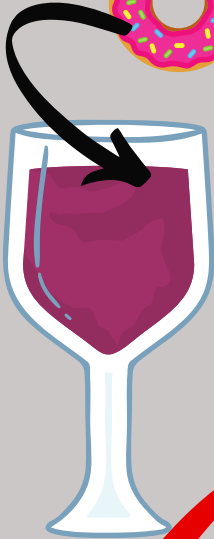


GET READY  
FOR THIS:



THE AVERAGE MASS-  
PRODUCED WINE CAN  
HAVE UP TO 16 GRAMS OF  
ADDED SUGAR HIDING!

16 GRAMS!

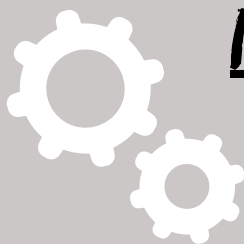


That's like plopping  
a donut with  
sprinkles straight  
into your glass of  
wine!

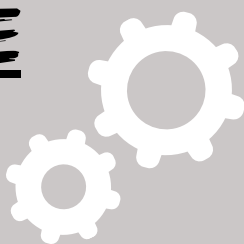
Very sneaky of  
them.

DIRTY WINE  
HAS ADDED  
SUGAR

ALL WINE has residual sugar (RS) but dirty winemakers add more sugar to balance out the nasty stuff they used while making the wine. The good news is if the wine is BioDynamic and Vegan, there's a VERY strong chance the winemakers do not add additional sugar.



# MAINTENANCE



So now that we all know what a dirty wine is and why we should all be drinking clean wine only for numerous reasons.

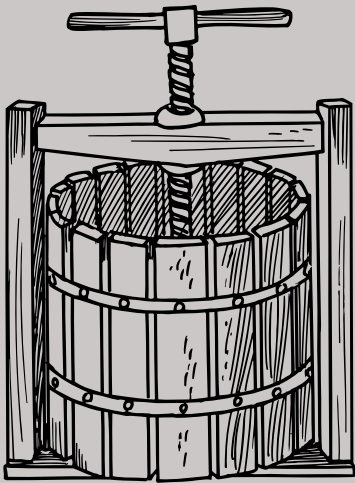
*That sounds all good Paul but what about the day to day?*

How would I go out and find wines that are biodynamic and vegan with no added anything?

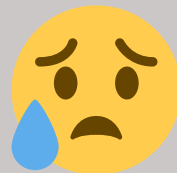
Well, there are plenty of ways! I'll list em from the do it yourself to don't want to think about it

# FIRST IS TO DO ALL THE RESEARCH YOURSELF ON EACH WINERY AND WINE LABEL

The good news is with the internet, most wineries will have some sort of website either listing the information or a way to contact them and ask if they are biodynamic and vegan wineries.



Unfortunately, this method eliminates most small and hard to find wines because they typically won't have a way of easily be contacted.





SECOND IS TO CHOOSE A  
WINE SHOP OR RESTAURANT  
WITH A TRUSTED,  
KNOWLEDGEABLE WINE  
EXPERT



This could take a little time but once you build a relationship with this wine expert, they will start to know what you're looking for and could possibly stock clean wines upon your request.

These wine shop and restaurant owners and employees have access to more information and direct contact with wine suppliers to find out if a wine is clean or not. This will give you better results than researching everything yourself but the options and choices of wines will be sparse

THIRD IS THE EASIEST MOST  
HANDS-OFF APPROACH THAT I  
PERSONALLY PRACTICE. IT'S  
HAVING A COMPANY THAT ONLY  
ACQUIRES CLEAN WINES BE YOUR  
MAIN SOURCE OF WINE.



There are many different options from wine clubs to online retailers but very few only work with clean wines. Be on the lookout for an email from me [Paul@nodirtywine.com](mailto:Paul@nodirtywine.com) where I divulge the resource I use to get ALL my clean wine delivered right to my house. Or Email directly for any questions!

# ROADBLOCKS ON THE PATH TO CLEAN WINE

There will be scenarios going forward where you have no other option but dirty wine. Either politely pass or make sure you drink water and eat plenty of food before having that first sip to help soak up any additives in the wine.

If you have any notice of an event where wine will be served you can offer to supply the clean wine.

Also, most restaurants will allow you to bring your own bottle of wine to drink with dinner for a small fee. This ensures even while out you can enjoy clean, junk free wine.