

BevMo Rating System

(Once available on the bevMo web site)

Appearance (0-5)

Always a good starting point in critical evaluations, but not the end-all rating of a product. The presentation should be free of obvious flaws as well as pleasing to the eye.

Aroma (0-25)

Aroma is the key to understanding the properties of what is to be judged. Whether a wine is simple or serious, a quick inspection of the aromas will provide a good answer to the question. In food, we all know that if it smells good then it should be the same in its taste.

Flavor (0-40)

Every wine, beer, water, or food has an associated array of flavors attached to it. Yet pinpointing the exact flavor of a product is one of the most elusive processes that any critic will encounter. This is a very personal perception that could make the difference between the minimum and maximum point rating. By exercising personal preferences, the taster will achieve a truer rating.

Body (0-10)

Body is just a matter of fact. In judgment terms, point awards are given to the correctness of the type at hand. (eg: a very thin chardonnay, no matter how well balanced should lose points)

Overall Quality (0-20)

This is a very important category in our assessment chart. Up to this point, the chart has been dissecting all the elements that make up a product. In the final analysis, the wine, beer, spirit, or food item gets an overall thumbs up or down based on its how all the parts fit.