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Ask The Pros: What's The Best Sub-\$50 Wine For A Secret Santa Gift Exchange?

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It's nearly Christmas and holiday gift pools are back. Oft referred to as a Secret Santa exchange, deciding what to buy can be a challenge, especially when it comes to wine. And let's be honest, how many supermarket duds have you received that you re-gifted (even re-labeled) to a relative? (My uncle will always drink that Mega Purple stuff.) Working on the assumption that you give as you wish to receive, I queried a dozen wine pros, from winemakers, writers, to retailers, on what their under \$50 Secret Santa wine pick would be and why.

Kimberly Noelle Charles, President Charles Communications Associates.

With offices in San Francisco & New York, Charles's marketing agency works with clients in the wine, spirit, food, and non-profit realm. She holds the DWS-WSET wine certification.

"Cornelissen, Etna Rosato Susucaru from Sicily, made predominantly with Nerello Mascalese.

Susucaru is a great gift not only because it's freaking delicious juice, but also because it's rare. A NYC chef turned rapper, Action Bronson, called out the wine on his Munchies show, and it immediately jumped to the top 20 most searched wines on Wine-Searcher. It is now perpetually sold out, not helped by the fact that winemaker Frank Cornelissen didn't even make it in 2015. If you can get your hands on a bottle, it means you know someone. If you're willing to share that bottle as a gift, it means you reallllly like that person. How does it taste? More like a light-bodied Jura red than a typical Nerello Mascalese, but the slightly funky Etna volcanic minerality is unmistakable."



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