



Music Changes the Taste of Wine

Kim Cameron develops the first music and wine pairing musical series which matches grapes to her original pop/rock songs.



Washington, DC – Move over food, there is a new taster coming to town – Side FX—a rock/pop group that has moved into wine pairing with a twist, a twist on their music that is. While many of us have had wine pairings with dinner, few have paired wine with sound. Tantalizing Tastes and Melodious Music is what the Side FX band calls “small tastes which heightens all of our senses” an example of how music, bands and wine makers are coming together to enhance the experience.

Kim Cameron from the Side FX Band

Kim Cameron, lead singer and songwriter with the Side FX band, has carefully crafted an entertainment platform which draws out different fruits, tannins, and spices in specific wines

when held up against one of her original songs.

“When we first began testing the theory, we thought one of our slower songs would naturally fit a white wine, but after many tastings we found those songs were deeper than what our initial sense of hearing had us believe,” explains Kim Cameron. “We ended up pairing white wines with songs that we initially targeted for the Merlot grape for example.”

The group took this show on the road with their first ‘It’s Your Turn’ tour where wine enthusiasts and new wine drinkers were intrigued with the concept. Part of what the band is trying to accomplish is to get the audience actively involved with the show or, what Kim refers to as ‘the experience’ where multiple senses are involved for the night.

Recent studies are now showing what Kim and Side FX have known for years, pairing the right song with the right wine can have a heavy impact on bringing out the wines flavors and heighten the overall wine experience. The Heriot Watt University of Edinburgh, known for it’s forward thinking and having an international reputation for innovative education, enterprise and leading edge but practical research did a clinical study on the pairing of music with wine. The study found people rated the change in taste by up to 60% depending on the melody heard.

Four types of music were played – “powerful and heavy”, “subtle and refined”, “zingy and refreshing” and “mellow and soft”. The white wine was rated 40% more zingy and refreshing when that music was played, but only 26% more mellow and soft when music in that category was heard. The red was altered 25% by mellow and fresh music, yet 60% by powerful and heavy music.

While there has been talk for years about pairing music with wine at various events, no other artist has taken the next step and created an entire show and series out of the concept. “We developed a very detailed show outline that helps the venue chose the right number of tastings, how to organize the event and offers suggestions for food pairing with the music,” Kim says.

“I have never seen an artist offer this type of an event. It takes a lot of thought and preparation to deliver this type of show successfully,” says Joe Steger, Manager of Cabanas.