



**BLANCHARD'S** WINE & SPIRITS

*The South Shore's premier fine wine, beer and liquor retailer*



## **Jim Pircio, Wine Manager Marshfield**

With 26+ years of experience in the wine industry, we are privileged to have Jim Pircio as our wine manager in Marshfield. Jim has been with Blanchard's for more than 10 years and is always available to help you find the perfect wine for any occasion. Our selection is extensive and spans the globe. There is something in every variety and every price range. We hope you will stop by the wine desk to meet Jim and let him share not only his knowledge, but also his passion for wine.

"I began my trek though the wonderful world of wine back in 1983 at a small store in East Bridgewater where I wore many hats. It did not take long to figure out that the hat that fit the best was the wine hat. Wine was becoming fashionable and in vogue during the late '70s and into the '80s. I read, studied and attended every wine tasting I could. It became a passion. From East Bridgewater, I moved on to Raynham Wine & Spirits (then a subsidiary of "Gordon's Liquors" of Waltham fame). To get people more interested about wine, we began to have weekly in-store tastings that over time gained quite a following. We then moved on to a program of Grand Wine Tastings featuring up to 100 wines enticing more people to become involved and experienced the pleasures of wine. From Raynham, I then moved to Blanchard's in West Roxbury where I brought my experience and passion for introducing people to fine wine during in store tastings with me. When the opportunity came to move to Blanchard's in Marshfield, I jumped at the chance. I believe that we have made the wine department in Marshfield the envy of the whole South Shore," said Jim.

"I believe that wine is a cumulative experience gained over time. The more you try and taste wine, the more you begin to understand your likes and dislikes. Your database allows you to compare what you like about one wine compared to another and build your own unique palate."

"I am often asked what I think about a particular wine that a customer is in love with; I'm surprised how often I am asked this. My answer is 'It doesn't matter.' I think you should drink the wines you love and love the wines you drink. You should not let anyone tell you what's good and what isn't. I think a more important question, one that you should ask to any wine merchant, is, 'I'm in love with this wine. Do you have anything in your store that I might like for about the same price?' That's how great wine journeys get started."

