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Click and Pour

As commerce shifts inexorably to the Web, wineries and wine e-tailers are offering prices to make even savvy shoppers salivate. But before you go online for any wine, check out these tips that'll ensure a palatable experience. / By Bill Marsano / Photography by Mark Wagoner

The difference between an e-tailer and a winery-based wine club is simple. The former has buying power and a substantial inventory. The latter sells only its own wines but can offer free tours and tastings. Napa's Ladera Vineyards goes further: Members can hold parties on its property near Howell Mountain or at the historic 1886 winery.

