



ROBERT FEDER

Chicago exports show on 'Wine Experience'

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BY [ROBERT FEDER](#) SUN-TIMES COLUMNIST

Although Chicago will never be the wine capital of the world, at least the city can claim being home to a new syndicated radio show all about the world of wine.

"The Wine Experience" is billed as a daily feature about choosing and enjoying wine, presented with a "decidedly unsnooty attitude."

Host of the entertaining one-minute segments is Steve Downes, morning personality at WDRV-FM (97.1). Production is headed by Matt Bisbee, creative director of WLUP-FM (97.9). The technical consultant is Patrick Fegan, owner of the Chicago Wine School.

While still seeking a Chicago radio outlet, "The Wine Experience" already has been picked up in more than 40 markets, including New York, Boston, San Diego, St. Louis and Washington, D.C.

The show is the brainchild of veteran advertising, sales and marketing executive Ken Ohr, president of Chicago-based Corkscrew Productions. His wife is Cris Ohr, vice president and general manager of the Loop.