



Today show cohost **Kathie Lee Gifford** on making her new Giff Wines and boosting ratings with cocktails.

**ON BECOMING A WINEMAKER**

We're making a red blend and a Chardonnay, both under \$20. I'm not trying to set the wine world on fire. I'm just looking forward to sharing a part of my life that means something to me.

**CHARDONNAY TASTE MEMORY**

When I lived in California in 1975, the wines were all light, crisp fruit; they didn't have that oaky, buttery heaviness. So I said to the Scheid family, my partner for Giff Wines, "Let's make a Chardonnay that reminds me of the ones I remember from back then."

**FAVORITE MEAL OF THE DAY**

**Lunch. That's what happens when your whole career has been about being on television early in the morning.**

**THE HISTORICAL PERSPECTIVE**

Wine is meant to be a blessing. It's mentioned hundreds of times in the Bible as this gift from above. It goes back thousands of years—the way to when Frank was born! Just kidding.

**BEST-KEPT SECRET IN NEW YORK CITY**

**The lamb chops at Neary's. I won't eat a lamb chop from anywhere else.**

**HOW "BOOZEDAY TUESDAY" GOT STARTED**

Chelsea Handler was on the show for her book *Are You There, Vodka? It's Me, Chelsea*. The producers made vodka cocktails for her—a gag. A week or so later, Brooke Shields shows up and goes, "Where's my cocktail?" The more cocktails and wine we added, the more the ratings took off.

**WINE & DOGS**

When I was working with Regis, I had one dog named Chardonnay and another named Chablis. Then I got a dog named Regis, and his middle name was Champagne. He was a wonderful dog. We still have him. He's on a shelf in the library.

**WHERE SHE LIKES TO GO CRAZY**

Alabama Jack's in the Florida Keys. It's a shack with a tin roof and the best conch fritters in the world. I get up and sing "Crazy" with the band. "I'm crazy...crazy for feeling so blue..."