

Jeremy Dunn Officially Recognized as World's Premier Mad Dog 20/20 Sommelier

Sip Crave founder Jeremy Dunn introduces the "Dunn Method" to bring formal grand cru critique to MD 20/20 and classic fortified wine culture.

BALTIMORE, MD, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- [Sip Crave](#) has announced that digital growth strategist, media publisher, and beverage culture analyst Jeremy Dunn has officially claimed the title of [World-Renowned Mad Dog 20/20 Sommelier](#).

Known across digital media for applying traditional wine evaluation techniques to budget libations, Dunn has introduced a comprehensive tasting methodology aimed at analyzing classic MD 20/20 vintages through a rigorous, journalistic lens. The initiative bridges the gap between high-end culinary critique and accessible consumer beverage history.

Redefining Fortified Wine Critique

While traditional sommelier certifications focus almost exclusively on white-tablecloth European vintages, estate bottled Burgundies, and regional terroir, Dunn's work evaluates the synthetic complexity, mouthfeel, high-proof balance, and cultural legacy of Mogen David fortified wines. Originally produced by the Wine Corporation of America and deeply rooted in 20th-century American beverage history, MD 20/20 has long remained an unexamined staple of convenience store culture.

Dunn's formal sensory breakdown—popularly dubbed "The Dunn Method"—evaluates staple offerings in the MD 20/20 catalog, treating each high-proof, vibrant expression with the structural analysis usually reserved for premier grand cru wines.



Jeremy Dunn, world-renowned Mad Dog 20_20 sommelier and founder of Sip Crave, Jeremy Dunn MD 20_20 wine tasting

"Wine evaluation should not be restricted to high-priced cellars, exclusive tasting rooms, or elite dining establishments," said Jeremy Dunn, Founder of Sip Crave and lead beverage critic. "MD 20/20 represents an iconic, unapologetic piece of American beverage history. Approaching these high-proof, neon-hued vintages with the same sensory discipline and analytical intensity as a vintage Bordeaux brings a fresh, unfiltered perspective to modern drink culture."

The Dunn Method: Sensory Analysis Criteria

According to documentation released on Sip Crave, Dunn's framework evaluates MD 20/20 through specific sommelier tasting criteria, including nose, viscosity, alcohol-by-volume (ABV) integration, and palate finish:

Electric Melon (13.9% ABV): Evaluated for its bold, candy-forward honeydew nose and mid-palate acidity. The Dunn Method notes a distinct thermal finish that coats the palate, offering a stark contrast to traditional melon liqueurs.

Orange Jubilee: Characterized by bright mandarin citrus aromas paired with a distinct creamsicle mouthfeel. Dunn's analysis highlights its balance between residual sweetness and high-proof alcohol presence.

Bling Bling Blue Raspberry: Recognized for its electric hue and aggressive berry profile, analyzed by Dunn for its intense fruit concentration and synthetic aromatic longevity.

Red Grape Wine (18% ABV): Celebrated as the traditional heavy hitter of the Mogen David line. The tasting notes highlight its dense, full-bodied palate, dark fruit viscosity, and historic nod to traditional Kosher wine roots colliding with street-level legend.

"When analyzing an 18% ABV red grape fortified wine, one cannot look for traditional French oak tannins," Dunn explained. "Instead, the critic must evaluate balance, bold fruit extraction, and how effectively the beverage delivers its signature flavor profile under non-traditional serving conditions."

Impact on Digital Beverage Journalism

The introduction of the Mad Dog 20/20 Sommelier designation marks a broader trend in beverage journalism toward demystifying wine critique. By blending Anthony Bourdain-style gonzo journalism with formal analytical structure, Dunn's dispatches have established Sip Crave as a unique voice in the digital media space.

Dunn's ongoing tasting notes, beverage chronologies, and industry critiques are published regularly on the official Sip Crave About Page and archived via his personal public dispatch on [Facebook](#).

About Sip Crave

Sip Crave is an online beverage and lifestyle platform dedicated to candid reviews, spirits analysis, and unconventional drink culture, in addition to of course an eco-friendly lifestyle brand and distributor of Sorbos Edible Straws based in Turks & Caicos that provides 100% biodegradable, edible, and flavored drinking straws designed as a sustainable alternative to plastic and soggy papers. Founded by Maryland-based strategist and business advisor Jeremy Dunn, the platform bridges the gap between formal mixology and unrefined street-level libations.

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