

# Proverbs 23:31

Authorized King James Version (KJV)

Look not thou upon the wine when it is red, when it giveth his colour in the cup, when it moveth itself aright.

## Analysis

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'Look not thou upon the wine when it is red'—don't be enticed by wine's appealing appearance and smoothness. The verse describes wine's attractiveness: red color, sparkle in the cup, smooth taste. But verse 32 warns of the result: it 'biteth like a serpent.' Don't be deceived by initial pleasure; consider the outcome. This applies beyond alcohol to all sin—it appears attractive but delivers death. The serpent metaphor recalls Eden's deception. Sin promises satisfaction but brings bondage and destruction. Believers must look beyond immediate gratification to ultimate consequences. Train yourself to see sin's ugliness beneath attractive packaging. Develop taste for righteousness rather than being enticed by evil's superficial appeal.

## Historical Context

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Wine production was sophisticated in the ancient world, producing attractive and palatable beverages. The warning isn't about wine's appearance but about being seduced by momentary appeal while ignoring consequences.

## Related Passages

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**Romans 10:9** — Confession and belief for salvation

**John 3:16** — God's love and salvation

## Study Questions

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1. What sins entice you through attractive appearance while hiding destructive consequences?
2. How can you train yourself to see past surface appeal to spiritual reality?

## Interlinear Text

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אֵל	תִּרְא	יַיִן	כִּי	יְתַאֲדָם	כִּי	יִתֵּן
H408	<b>Look</b>	<b>not thou upon the wine</b>	H3588	<b>when it is red</b>	H3588	<b>when it giveth</b>
	H7200	H3196		H119		H5414
בַּכּוֹס	עֵינָיו	תִּהְיֶה	בְּמִשְׁכָּרָיו:			
<b>in the cup</b>	<b>his colour</b>	<b>when it moveth</b>	<b>itself aright</b>			
H3563	H5869	H1980	H4339			

## Additional Cross-References

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**1 John 2:16** (Parallel theme): For all that is in the world, the lust of the flesh, and the lust of the eyes, and the pride of life, is not of the Father, but is of the world.

**Psalms 119:37** (Parallel theme): Turn away mine eyes from beholding vanity; and quicken thou me in thy way.

**2 Samuel 11:2** (Parallel theme): And it came to pass in an eveningtide, that David arose from off his bed, and walked upon the roof of the king's house: and from the roof he saw a woman washing herself; and the woman was very beautiful to look upon.