

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

'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

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

1 Corinthians 13:4 — Characteristics of love

1 John 4:8 — God is love

Revelation 20:12 — Judgment according to deeds

Romans 2:1 – Judging others

Study Questions

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

אֵל	תְּרֵא	לִין	כִּי	כְּמַתָּא	כִּי	וְתַּאֲגִיד	כִּי	וְתַּאֲגִיד
H408	Look	not thou upon the wine	H3588	when it is red	H3588	when it giveth		
H7200		H3196		H119			H5414	

Additional Cross-References

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.