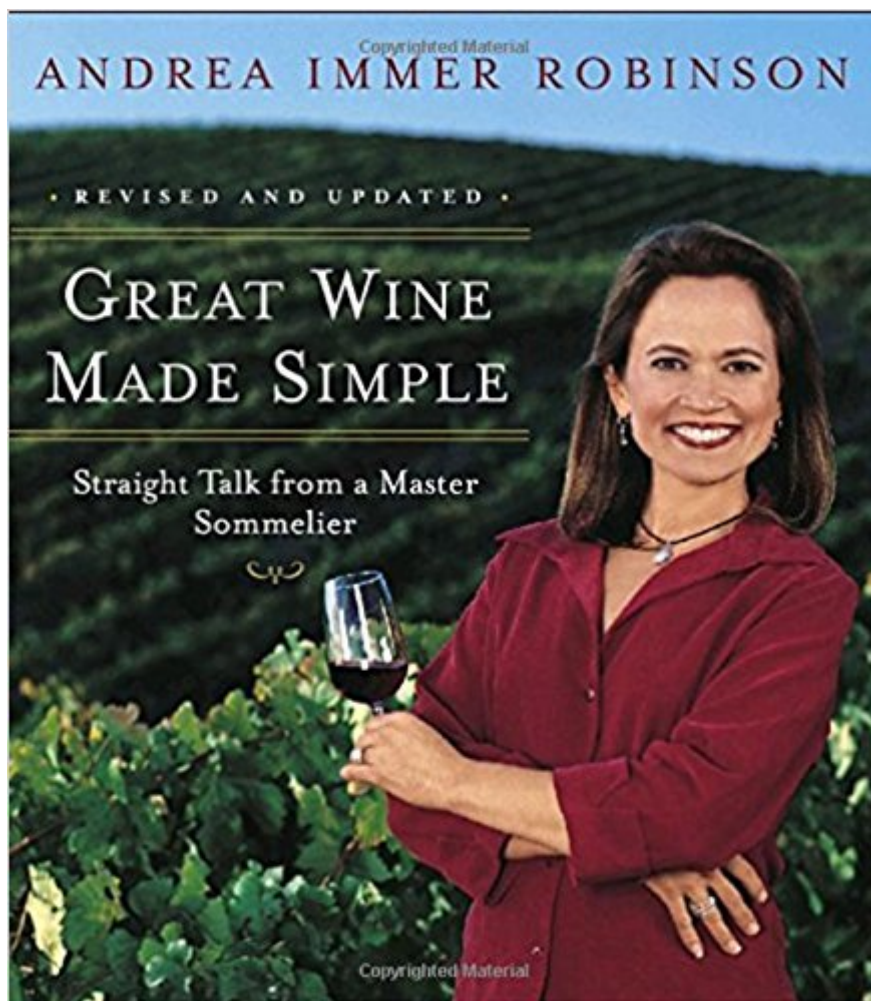


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Great Wine Made Simple: Straight Talk From A Master Sommelier



Synopsis

The updated edition of the classic introduction to wine for everyone, by Master Sommelier Andrea Immer Robinson. *Great Wine Made Simple* established Andrea Immer Robinson as America's favorite wine writer. Avoiding the traditional and confusingly vague wine language of "bouquet" and "nose," it instead discussed wine in commonsense terms. Now, thoroughly revised, this edition lives up to its title by making selecting and enjoying wine truly straightforward. You will never again have to fear pricey bottles that don't deliver, snobby wine waiters, foreign terminology, or encyclopedic restaurant wine lists. You'll be able to buy or order wine with confidence and get just the wine you want by learning the "Big Six" basic styles (which comprise 80 percent of today's top-selling wines), how they taste, how to read any wine label, and how to pick a wine off a restaurant menu. Ten new flavor maps show what to expect from climates around the world. A refreshing blend of in-depth knowledge and accessibility, *Great Wine Made Simple* is a welcome resource for those who are intrigued by wine but don't know where to start and makes it easy to master the ins and outs of choosing a wine that you and your guests will love on any budget.

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Customer Reviews

About one-third of the way through Andrea Immer's *Great Wine Made Simple*, the author recounts an anecdote that could serve as the book's theme--alligator, rabbit, and squab were all introduced to her the same way: "Tastes like chicken." And as demonstrated by Immer, who went from

debutures to de Rothschild when she quit Morgan Stanley to eventually oversee the 50,000-bottle cellar at Manhattan's famed Windows on the World, the leap from pigeon to Pichon-Lalande is analogous: teaching novice wine drinkers what to expect is what her book, aptly subtitled "Straight Talk from a Master Sommelier", is all about. With emphasis on her "Big Six" varietals--Riesling, Sauvignon Blanc, Chardonnay, Merlot, Pinot Noir, and Cabernet Sauvignon--this "Immer-sion" class of tastings lets amateur sippers differentiate the typical qualities of each, while illustrating wine terms such as dry, crisp, oaky, and tannic. Practical advice abounds; one chapter devotes itself to finding useful info on a wine label while avoiding "Stupid Label Tricks," those bits of puffery or unfamiliar flavors (how many have actually tasted lychee or red currant?) that can be confusing the average buyer. And her "Flavor Map" concept--dividing the wine world into three climate zones--eschews memorization in favor of some rudimentary geography. Throughout, her pronunciation guides are accurate and personable ("If you're pronouncing 'Riesling' right you have to smile."); and she provides a great postgraduate curriculum of buying strategies, including the pros and cons of wine shops versus your nearest Costco; and a consumer advisory about restaurant's "award-winning wine lists." --Tony Mason --This text refers to an out of print or unavailable edition of this title.

• Andrea Immer makes wine education simple and fun. One of America's best sommeliers has written one of the year's best wine books!

• "Robert G. Mondavi • Without doubt the finest introduction to wine tasting and food and wine pairing I have read. This book is an excellent addition to the libraries of both professionals and aficionados."

• "Frederick Dame, M.S., president, Court of Master Sommeliers • Well organized, succinct, clear, and precise are the adjectives that best describe this Cartesian book on wines. Great Wine Made Simple will educate you without boring you and will lead you joyfully and expertly through the intricate world of the master sommelier."

• "Claudine Pin and Jacques Pin

I hope that this is the first and the last time that I write a review for a book before reading it in its entirety. Actually I feel that I have to prevent other people from buying it in Kindle version. Reason?! Text of the book which is, I have to admit by now, extremely well written and nicely presented, is at the same time frequently followed by tables and lists with comparisons which are almost illegible in Kindle version. Option to zoom the page doesn't help either while text in tables is rather pale and can cause you only frustration and eye fatigue. By now I would have given 5 stars for the content and 1 star for how it is packaged. Seriously, everyone who bought this product via whisper-net

should be reimbursed because none deserves to pay almost 19\$ to get effectively 80% of the clear original content and 20% of reading frustration. Unfortunately I had no luck to be warned by someone else before buying the product. Do what you like but spare your money and DO NOT BUY IT IN KINDLE VERSION!!

If you like wine, and feel your knowledge about that magical elixir is not what you'd like it to be, Andrea Immer can help you along a great deal. You will find her writing delightful, never stodgy, stuffy, or nose unusually pointed in a skyward direction. Many people are 'turned off' by the air of effete snobbishness [if I may borrow a phrase from someone else]. This wine reference is quite a bit different. It's a pleasure to read...not like a thrilling page turner that will keep you reading well past the hour which usually signals that "you're done for this day". You can use the well arranged index to search for wine types, or vineyard information, bottle styles, words which will help you describe a wine without sounding like a wine critic who's been sampling too generous an amount of that which he/she's supposed to be critiquing. This is an enjoyable thought, one that Ms. Immer has written with much thought, a lot of experience, and the sheer joy of tasting one of this world's most lovely of creations. Wine! Truly a miracle and a wonderful delight. I can easily and happily give this a five star rating.

Informative, practical, easy-to-read, and useful. That's an awesome combo, eh? I was inspired by this book to create my own wine-tasting party (my wife and I). Doing side-by-side tasting in the range of reds, it helped us discover what we really liked. Who da thunk?

I have been interested in wine for more than 40 years. this is the BEST book I know of for either a beginner or a person of moderate interest to learn the differences between different grapes or different regions of the world and their utilization of particular grapes. I recommend this book HIGHLY!

Learned so much from this. The tastings are easy to setup, which you must do because there's no substitute for experiencing what she's describing. My only quibble is that she needs to have current wine recommendations for the tasting exercises (maybe on her website?); there is some variation in some of the years and she should be adjusting to that. But otherwise this is a must read for both novices looking to learn in fun and approachable ways, and veterans who might be pleasantly surprised by the process of recalibrating their palate. Her goal is to help you be able to read the

basic info presented on a wine label -- particularly varietal and region of origin -- and get a sense of whether you might like it. Her insights on how to do that are indeed very insightful and useful.

This is the best introductory book for wine that I have seen for several reasons:1. By the time you get through the first few chapters and do the exercises, you'll know more useful things about wine than the vast majority of people.2. What you'll know, you will be able to remember. The lessons learned in the book are simple and the tastings make them tangible.3. This book removes the pretention from wine and simplifies the subject dramatically without reducing meaning. It starts from common red and white grapes - then what some common attributes of wines produced from those grapes are (oaky, tannic, etc.) It proceeds with explaining how climate effects grapes, and proceeds into Old World/New World distinctions, aged wines, and unusual wines. When first learning about wine, I started with the "Dummies" book but wasn't pleased - I found it didn't make any attempt to provide a framework for understanding. It started with "France", and then proceeded to "Bordeaux" and "Burgundy", pointing out every village and Xth Growth estate. And then went country by country, with bits of knowledge here and there. I finished the book feeling like I knew less than when I started. This book was much simpler but provided much greater knowledge. For a while, anyway, you can keep costs under control following the tastings in this book. Still, figure that bottle cost will be upwards of \$1000-1500 to get through all the tastings, if that's your objective.

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