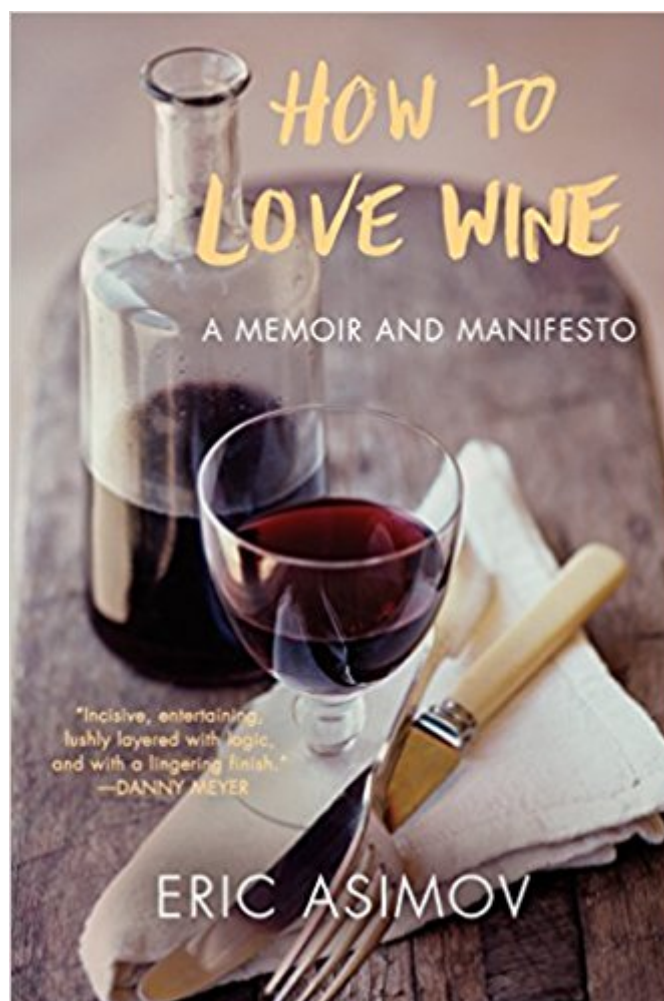


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# How To Love Wine: A Memoir And Manifesto



## Synopsis

Eric Asimov, the acclaimed chief wine critic for the New York Times, has written a beautiful and thought-provoking combination memoir and manifesto, *How to Love Wine*. With charm, wit, and intelligence, Asimov tells how he went from writing beer reviews for his high school newspaper on Long Island to the most coveted job in the industry. He evaluates the current wine culture, discussing trends both interesting and alarming, and celebrates the extraordinary pleasures of wine while, at the same time, questioning the conventional wisdom about wine. Whether you're a connoisseur or a novice, already love wine or want to know it better, *How to Love Wine: A Memoir and Manifesto* is the book for you.

## Book Information

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## Customer Reviews

Wine fanatics, or those angling for entry to the world of wine, will find comfort in New York Times chief wine critic Asimov's down-to-earth discussion of loving wine. His approach welcomes all, untangling the preposterous hype around wine scores, blind tastings, and memorizing grape varietals, aspects that supposedly separate the masters from the rest. But readers expecting some handy checklist should look elsewhere. Asimov wants to challenge readers. Answers do come, though, while he considers his own unlikely path from casual drinker to the powerful industry voice he has become. And while much of his story strays from wine, what's really special here is that Asimov's argument not only makes so much sense but that he doesn't take the easy way out, letting wine drinkers off the hook to drink whatever simply tastes good. He values

any opinion, as long as it comes with thoughtful reasoning. Moreover, what he argues is most essential for a relationship with wine, and what's most refreshing to read, is an approach free of anxiety and open to love. --Casey Bayer --This text refers to an out of print or unavailable edition of this title.

James Beard Foundation Book Award Nominee for the the Who's Who of Food & Beverage in America Inductee (No Source) James Beard Foundation Book Award Nominee for Beverages (No Source) "A wonderfully intimate memoir-cum-manifesto from a writer comfortable with his own ability as a wine writer who's not afraid to say it as it is. . . . One of the more enjoyable and fluid wine books to read all year." (Jancis Robinson) "Wine aficionados are always bickering among themselves. . . . In his delicious new book, New York Times chief wine critic Eric Asimov cuts through all of this background noise and reminds us of the elemental and undeniable fact that wine is ... sheer pleasure." (Oregon Live) "Eric Asimov sees through the snobby froth of 100-point scores and tutti-frutti tasting notes to the realities of wine, the staple grocery and occasional star, as he calls it. How to become America's most trusted wine critic? Read it here." (Hugh Johnson) "In his highly personal, utterly unpretentious book, Asimov makes clear that the most important thing about wine is enjoyment. Any deeper understanding--and for him food, culture, farming, and more count for a lot--depends on it." (Ed Behr) "This book might have been titled A Healthy Dose of Fresh Air. How modestly and reasonably Asimov dares to slay the wine dragons. I reveled in each and every thrust and parry." (Kermit Lynch) "Excellent . . . [a] thoughtful read. . . . Like a crisp glass of Sancerre, How to Love Wine is an especially refreshing breeze through the hot air and pretension that's so prevalent in wine culture." (Sacramento Bee) "A friendly, well-written approach to enjoying wine, full of low-stress recommendations to help avoid wine anxiety." (Kirkus Reviews) "Forget the snooty trappings of wine connoisseurship--just drink up and enjoy, argues this simultaneously down-to-earth and romantic meditation. Asimov sprinkles in lively reminiscences of his journalism career and the idiosyncratic culture of wine cognoscenti, and enchants and reassures by his warm savoring of the drinking experience." (Publishers Weekly) "Wine fanatics, or those angling for entry to the world of wine, will find comfort in Asimov's down-to-earth and romantic discussion of loving wine. Moreover, what he argues is most essential for a relationship with wine, and what's most refreshing to read, is an approach free of anxiety and open to

love.Ãçâ -Ã• (Booklist)

I expected to have to plow through some pomposity and name dropping, like I did through three of Jay McInerney's books, the payoff being the knowledge that the NY Times wine critic has to impart. This guy is so humble and down to earth it's shocking. This truly is a book by someone who loves wine for people who want to know more about it/learn how to love it. It is a quick and great read.

This author has an interesting and somewhat different, then the wine critics, perspective on wine and the appreciation of wine. I found the book refreshing and by following the authors point of view, makes wine much less intimidating for the novice wine drinker. I recommend this book for the person who wants to enjoy wine and not get all wound up in the nuances of the 'Enlightened Wine Critics'.

Have you ever laughed out loud at the tasting notes on the back of a wine bottle (the faintest soupÃfÆ'Ã Â§on of asparagus and just a flutter of a nutty Edam cheese)? If so, you will thoroughly enjoy this book. While Eric acknowledges the usefulness of these notes, at some level, he also recognizes how they can remove or lessen the enjoyment of wine purchasing and drinking. This book aims to demistify all of this terminology and return wine to its rightful place as an expression of terroir, culture and community. As I read the book, I couldn't help but think of The Emperors New Clothes with Eric having the guts to see it and expose it for what it is. I love Eric's work for the NYTimes so I was not surprised that I loved this book as well.

I really wanted to love this book. When someone is as passionate about a subject as Asimov clearly is, you would like to join them in that enthusiasm. But this book turns out to be tedious, repetitive, and just no fun. Asimov has a clear position on wine: "Ignore ratings, laugh at tasting notes, drink wine and enjoy it! And search out interesting wines". But it is hard to make those precepts last a whole book. But, by repetition, Asimov makes it last at least 2/3 of the book. The remaining 1/3 was far more interesting: his career, his relationship with wine, his adventures. I think if the book had simply been a memoir of his life in journalism and with wine, with a chapter on his view of enjoying wine, I would have loved the book. As is, I hit the halfway point and was tired of him lecturing me on the same points over and over again.

I'd highly recommend this book for learning more about wine or just for leisure reading if you're interested in wine. His journey and insights throughout will make wine tasting and pursuing wine as

a passion more enlightened.

true to the title, the book is equal parts memoir and manifesto. Asimov is one of the best writers on wine out there and getting a glimpse into how he fell into wine was great. his remarks on how to approach wine or understand what drives anxiety in learning about wine are not retreads of other DIY books but thoughtful diatribes that make you think.

A great read which is relatable and enjoyable for anyone, regardless of wine experience - all that is required is an interest in the topic. The title says it all and the text brings an infinitely complex topic to a level anyone can learn from, relate to and gain more comfort in the often daunting world of wine. Highly recommended.

What's the point of knowing more about wine if it isn't something important to you? Taking this seemingly obvious assertion as a starting point, Eric Asimov writes an interesting, easy-reading and thought provoking book. Thoroughly recommended.

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