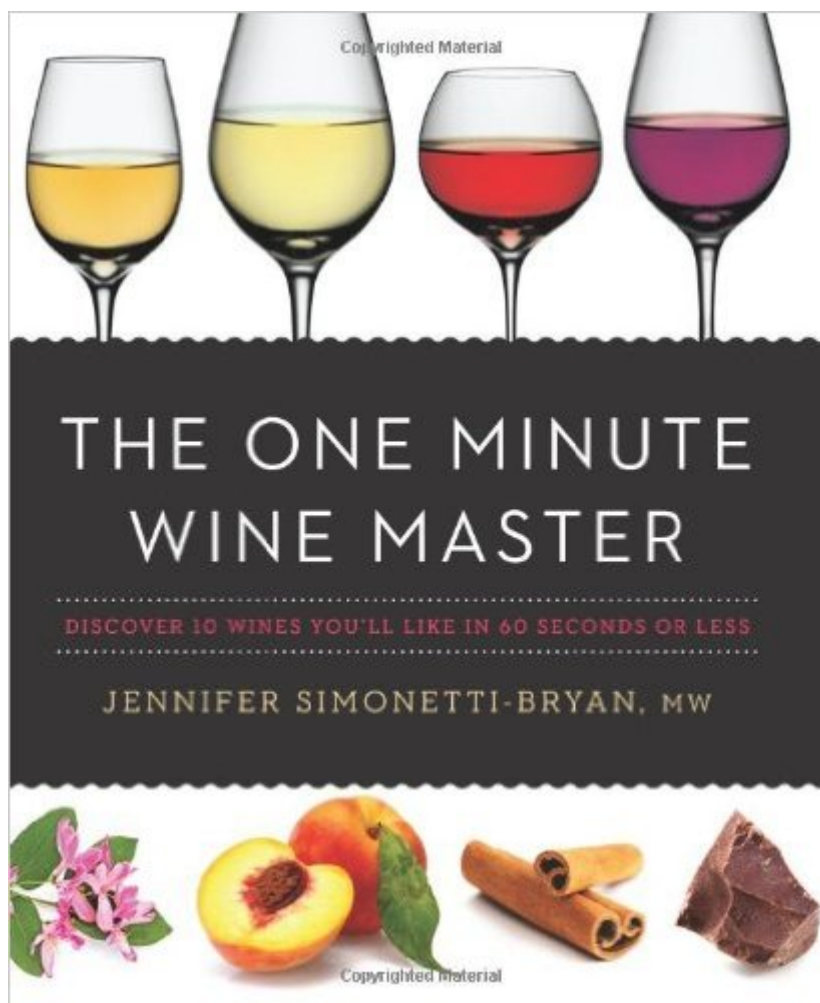


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The One Minute Wine Master: Discover 10 Wines You'll Like In 60 Seconds Or Less



Synopsis

All it takes is a minute to master wine! In this fun yet sophisticated guide, world wine authority Jennifer Simonetti-Bryan shows you how simple it can be to figure out which wines will please your palate. Just take the quick and easy flavor test, and Simonetti will lead you through the thicket of choices and point you to the ones you'll like best. No fuss, no memorization, and no fancy language required!

Book Information

Hardcover: 192 pages

Publisher: Sterling Epicure (October 2, 2012)

Language: English

ISBN-10: 1402780222

ISBN-13: 978-1402780226

Product Dimensions: 6.6 x 0.7 x 8.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #718,853 in Books (See Top 100 in Books) #116 in [Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Wine Tasting](#) #657 in [Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Wine](#) #853 in [Books > Cookbooks, Food & Wine > Beverages & Wine > Homebrewing, Distilling & Wine Making](#)

Customer Reviews

Occasionally here at The Wine Cask Blog [...] we are invited to review wine related items like books or glasses or gadgets. Our friends at Sterling Publishing in New York invited us to review *The One Minute Wine Master* by Jennifer Simonetti-Bryan, MW (Master of Wine). Audience: anyone who regularly or occasionally enjoys wine and is interested in dipping a toe into the waters of wine appreciation. The *One Minute Wine Master* is easily approachable and non-threatening. Structure: The book opens with some entertaining and surprisingly accurate wine-drinker profiles. Michelle, the "overwhelmed" wine drinker and Bob the "traditionalist" are just two of six personas that are described. These are a very entertaining way of starting out the book. They are funny, they are embarrassingly true, they are accurate. The importance of understanding what kind of a profile best fits you, owning that profile and then celebrating it is an important addition to wine literature. We're often told that it is OK to like what you like. But we're rarely taught how to understand and identify what we like as well as the opportunities and pitfalls that come along with our wine-style. It is an

enlightening take on a zen-like wine drinker, know-thyself. The book then moves on to some of the wine tasting basics; outlining a cleverly alliterate and expanded take on swirl sniff taste. Core: At the core of the book is the One Minute Wine Master Quiz. Readers take the quiz, score themselves and then read the lengthy interpretations, recommendations and wine profiles that they are most likely to enjoy. The quiz is easy to answer and easy to repeat. The results are broken down into flavor profiles named for the seasons of the year.

This book is centered around a simple one-minute quiz that, at first blush, might seem like a gimmicky Cosmo quiz to improve one's love life. Not so! The author, Jennifer Simonetti-Bryan, is one of 4 women in the U.S. (and 1 of only 300 people globally -- since 1955!) to achieve the international title of Master of Wine. So, when it comes to wine, she knows what she's talking about. And, while her writing style is light and humorous, there is no doubt she is very serious about wine and, more importantly, enjoying it. The book is very reader-friendly. You can start with the introduction and preparatory chapters that explain the basics of wine and how to enhance your tasting experience; but that's not necessary. You can go directly to the One Minute Wine Master quiz, which comprises 11 very simple, multiple-choice questions. For example, the answer choices for the first question, How do you take your coffee or tea? are (1) Black/nothing added; (2) A little milk or cream; (3) A lot of milk or cream; and (4) I don't drink coffee or tea. Incidentally, none of the questions asks anything about wine. It will really take less than a minute to complete the quiz; maybe a few seconds more if you are a very indecisive person. Tally up your points and then refer to the One-Minute Wine Master Answer Wheel to see which wine-tasting personality you are. The Answer Wheel is divided into four "seasons." I found that I was a "Fall," but on the cusp of leaning toward "Winter." The wheel also provides an extensive array of 10 recommended wines for each of the 4 personalities. Don't let the "seasons" nomenclature mislead you.

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