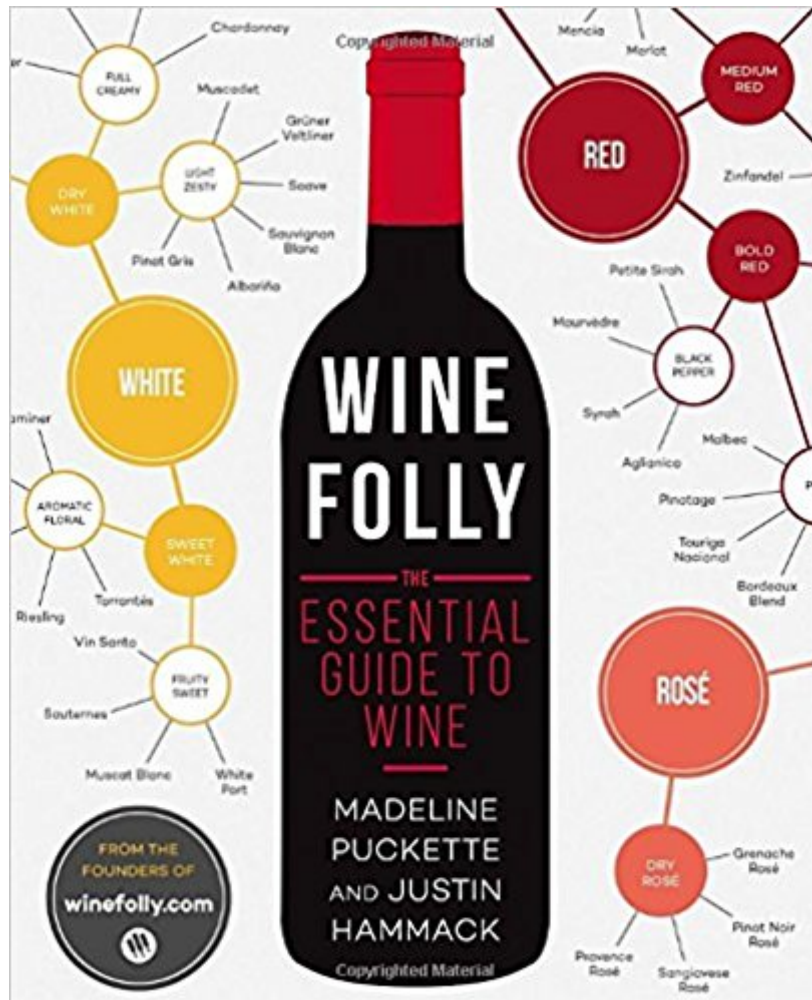


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# Wine Folly: The Essential Guide To Wine



## Synopsis

The best introductory book on wine to come along in years. (The Washington Post) from the creators of the award-winning winefolly.com Red or white? Cabernet or merlot? Light or bold? What to pair with food? Drinking great wine isn't hard, but finding great wine does require a deeper understanding of the fundamentals. Wine Folly: The Essential Guide to Wine will help you make sense of it all in a unique infographic wine book. Designed by the creators of WineFolly.com, which has won Wine Blogger of the Year from the International Wine & Spirits Competition, this book combines sleek, modern information design with data visualization and gives readers pragmatic answers to all their wine questions, including: Detailed taste profiles of popular and under-the-radar wines. A guide to pairing food and wine. A wine-region section with detailed maps. Practical tips and tricks for serving wine. Methods for tasting wine and identifying flavors. Packed with information and encouragement, Wine Folly: The Essential Guide to Wine will empower your decision-making with practical knowledge and give you confidence at the table.

## Book Information

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## Customer Reviews

"The best introductory book on wine to come along in years." --The Washington Post  
"Wine Folly is the best introductory book on wine to come along in years. In a word, Wine Folly is awesome." --The Washington

PostÃ Â Ãçâ –Å“A magically vivid wine guide for our information ageÃçâ –â •cuts through the complexity of wine like a Champagne saber.Ãçâ –Â•--Mark Oldman, renowned wine expert and author of OldmanÃçâ –â„çs Guide to Outsmarting Wine"“Wine is fun. It’s complex, vibrant and meaningful. It should be part of your life... and so should this book. " Ãçâ –â œGeoff Kruth, MS, President Guildsomm.com Ã Â "With clever graphics, Madeline has created a wine navigator that effortlessly guides new wine lovers to a better understanding of the taste, origins and geography of wine." Ãçâ –â œ Dr. Andrew L. Waterhouse, Professor of Enology, University of California, Davis

Madeline Puckette is a sommelier and visual designer whose electrifying infographics and congenial writing has garnered an enthusiastic following from wine beginner to wine expert. Her work has been applied in organizations, including The Court of Master Sommeliers and the Guild of Sommeliers to help wine professionals learn.Accolades and ExperienceCourt of Masters, Certified Sommelier (Level 2)40 Under 40, Wine Enthusiast Magazine, 2015-2016Wine Blogger of the Year, International Wine and Spirits Competition, 2013-14Top Wine Writer, Quora, 2012Justin Hammack is a founding partner of Wine Folly and leads conceptual development, interactive tools, and marketplace branding. He is responsible for maintaining strict creative goals that emphasize frictionless education. Justin also handles all videography and photography.

Okay, I’m Madeline’s dad. You gotta know that this took a huge amount of effort to clarify the mysterious world of wine into graphics that take mere seconds to understand. I couldn’t be more proud. It’s a lot of fun forcing on it friends and then seeing them light up with instant understanding. The page that explains how to write useful personal wine notes, for example, instantly organizes the way you do your evaluations of wine.

I actually bought this book as a gift for someone who doesn’t like to read, and they’ve been carrying it around with them everywhere reading it. :) The great thing about Wine Folly is that it is mostly made up of beautifully designed and easy to understand infographics. I perused the book before I gifted it and I want a copy for myself. I loved that the pages on the individual wine types had the pronunciation along with all the colorful visuals. One of the coolest parts of the book (in the giftee’s opinion) is the pairing guide. I’m already thinking about purchasing this for some family members for Christmas.

This book is the perfect gift for any wine enthusiast. Filled with lots of fun trivia and is presented with

their being overwhelming. Additionally, makes an excellent coffee table book for people to flip through.

As a beginner in learning the world of wine, this book was the perfect starting point! I love how visual it is and how creative the diagrams are. It helps you learn key facts faster and remember them better. I recommend this to anyone who wants to learn the basics about each type of wine.

A bright clean fresh approach for learning about wine. Some of the graphics may appear to be gimmicky but in fact are quite clean, clear and simple and cleverly constructed and once examined remain in the memory. The book can be used as a handy reference as well as for thumbing through and learning something new each time. For serious 'wannabe wine buffs' the book can be used as a guide to practical experiments. Coupled with the upcoming online video courses learning is sure to be fun and engaging. Even for those readers with quite a bit of knowledge of wine, this book holds a few titbits that may have escaped them. And it is a reasonably good reference for world maps, wine regions. I have both the book and the pdf versions.

I've worked in the wine industry most of my professional career. My efforts have been concentrated in education and introduction, specifically with small business owners; shoppes and restaurants. Introducing a vast new realm to them, their employees, and their customers is complex to say the least. We've been waiting for a simple, yet brilliant tool to rely on during this process. Whether you're a seasoned pro, or just discovering the wonderful world of wine, this is a book you NEED to own!

I love this book! My boyfriend and I actually got to meet the author in Seattle at the theater that showed the new "Somm: Into the Bottle" documentary (highly recommend the documentary). She is very funny and I got to look through the book then. I have just recently started learning about wine, and this book is a great introduction! It teaches you about wine without being snooty or stuck up. It is very accessible.

As a Certified Sommelier, I thought this book might be too basic for my library, and I purchased it as a present for a wine-loving friend. However, I decided it's a keeper when I came across the profiles for all the major wine grapes. Details about all the fruits and non-fruit notes provides a great resource when wines are tasted blind. Great work!

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