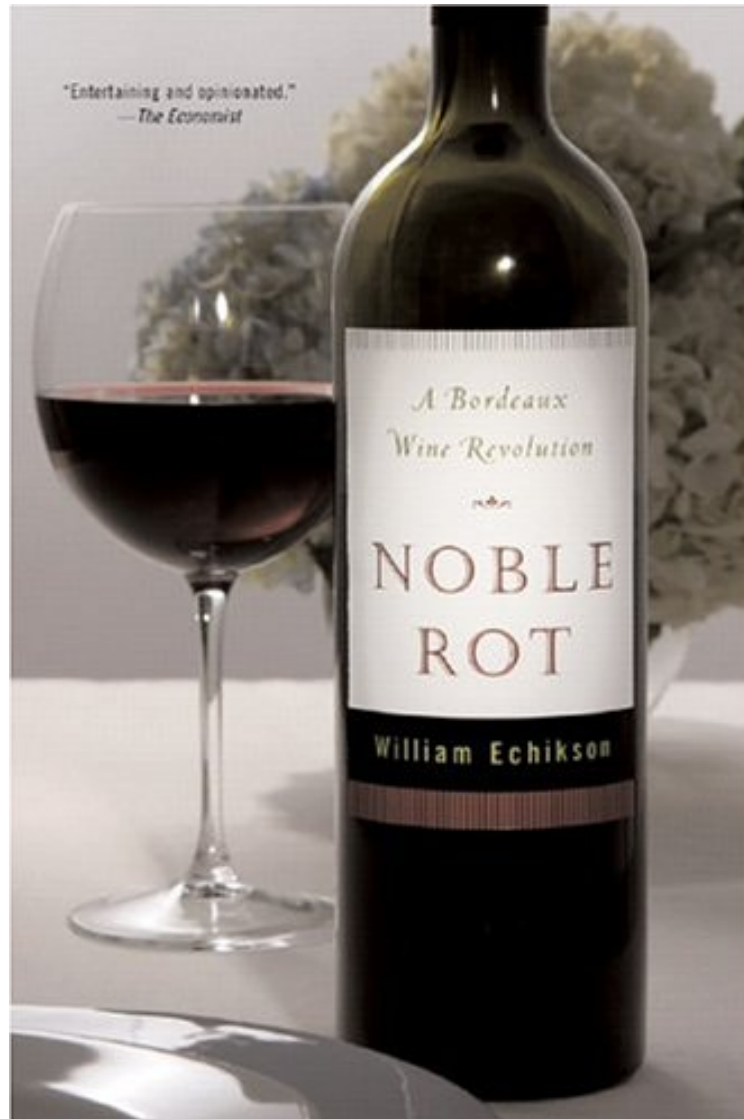


(Read and download) Noble Rot: A Bordeaux Wine Revolution

## Noble Rot: A Bordeaux Wine Revolution

*William Echikson*

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**William Echikson : Noble Rot: A Bordeaux Wine Revolution** before purchasing it in order to gage whether or not it would be worth my time, and all praised Noble Rot: A Bordeaux Wine Revolution:

4 of 4 people found the following review helpful. Inside Dope for Wine BuffsBy Kindle CustomerWilliam Echikson has written a solid account of recent events in what is France's most important wine region, Bordeaux, but it's not a book for a general audience. Most non-wine lovers just aren't going to care about some of the wine-making minutia he gets into, nor will his profiles of the personalities be very compelling. But for wine lovers, the book offers a very thorough look at Bordeaux's recent triumphs and travails -- and the people who are making that happen.As virtually all

wine lovers know, Bordeaux has been roiled by various controversies in recent years, the emergence of upstart "garagiste" winemakers, the hotly-disputed powers of Robert Parker, the world's most influential wine critic, and the changes in ownership in many of the leading chateaus and estates. Another controversy has been the recent spike in prices. Echikson does a very good job of explaining how the Bordeaux market works, including the roles played by merchants and brokers in the process. And using the 2001 vintage, he shows how the system worked to help establish prices for what was a decent, but hardly outstanding year. But the real dish in Echikson's book is his look at some of the larger-than-life personalities in Bordeaux, including Michel Rolland, the oenologist to the stars, Robert Parker, Count Alexandre Lur-Saluces, and some of the leading garagiste winemakers. For people who know and care about fine wine, Echikson's book contains detailed profiles of these major players, and while some of the information in his book is not new, it is surely the best overall source of information about the people who are important in Bordeaux today. Echikson pays particular attention to the long-running battle for control of Chateau Yquem, the world's foremost producer of Sauternes, which underwent a bitter battle for control of the family-owned business, and which ended with global luxury goods maker LVMH owning a majority stake. Echikson is also very good at describing the squeeze that's on in Bordeaux as its products must increasingly compete with New World wines that are often every bit as good as -- and sometimes better -- than the grand old names. Nobody needs to weep for the grand cru growers; in decent years they make adequate money, and in great years, like 2000, they coin it. But one of the most interesting parts of Echikson's book is his analysis of the bulk wines made in Bordeaux, and how the production of solid, drinkable wines around the world is affecting the ability of the Bordelais to sell lesser product. What Echikson's book shows is that globalization has seriously impacted the wine business. The bulk co-op wine producers face the same hard choice as so many other industries: improve your product or risk the failure of your business. All in all, an interesting and brisk read for people interested in the wine industry.

0 of 0 people found the following review helpful.  
A vine read  
By Two Rivers  
This book is a good 'slice of time' account of the Bordeaux region of France. The author manages to include lots of history and geography, as back story, interwoven with interesting stories of real people and estates. I do have to echo another reviewer's sentiment- it can be very confusing at times. I kept having to go back and re-read to keep the people and their roles straight. This book is a great companion to the documentary MONDOVINO. Many of the people and places featured in the book are in the movie.  
0 of 0 people found the following review helpful.  
Five Stars  
By Wayne Nicklin  
A good book on sweet dessert wines

"Echikson's understanding and explanation of how the business works...is fascinating and easy to swallow." Michael Philips, Wall Street Journal  
For wine lovers the world over, Bordeaux is the center of the universe. But in the past two decades, revolutionaries have stormed its traditional bastions, making their mark and their fortunes modernizing the production and marketing of wine. Noble Rot introduces us to the figures who epitomize the changes sweeping Bordeaux: the noble family behind Chateau Yquem; a stonemason turned winemaker whose wine, made in a garage, sells for \$100 a bottle; the Maryland-based critic Robert Parker, whose opinion routinely makes or breaks a wine; the New World operations that have used branding to undercut Bordeaux's supremacy and delves into the mysteries of the legendary classification of 1855. 23 illustrations, map.

From Publishers Weekly  
In vino veritas. Yet as Echikson (Burgundy Stars) shows in this entertaining journey through Bordeaux's wine-making landscape, the truth of wine is also highly subjective and subject to change. Bordeaux has long epitomized fine wine. In 1662, Echikson relates, the English diarist Samuel Pepys described "a sort of French wine called Ho Bryan that hath a good and most particular taste...." This Haut-Brion was the first Bordeaux wine; it would soon join a handful of other chateaux that became the coveted "first growths." Indeed, Thomas Jefferson noted there were "four vineyards of first quality": Margaux, Latour, Lafite and Haut-Brion. After a rigid classification system was imposed in 1855, it seemed likely that the French reverence for tradition would make "innovative Bordeaux" an oxymoron. Over the last several decades, however, some revolutionary "garagistes" (garage wine makers) have begun using new growing and wine-making techniques to show the world that less than perfect land and less than blue blood can yield extraordinary wines. Echikson, a wine columnist for Wall Street Journal Europe, profiles merchants, brokers, enologists and the most influential wine critic in the world, the American Robert Parker. The title comes from Chateau d' Yquem, the maker of a legendary sauterne ("noble rot" has to do with allowing grapes to begin to rot on the vine to achieve concentration and sweetness). Oenophiles will come away from this lively account with a sense of how globalization and economics have challenged the rot and created ferment and growth in ancient Bordeaux. 23 illus. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Echikson should be toasted for writing a book that can be savored like a fine Bordeaux wine. -- Joan Axelrod-Contrada, Boston Globe  
Highly informative....Echikson has a journalist's eye for the entertaining anecdote and the telling detail. -- The Economist  
About the Author  
William Echikson, author of Burgundy Stars, lives in Brussels, where he is bureau chief for Dow Jones Newswires and a wine columnist for Wall Street Journal Europe.