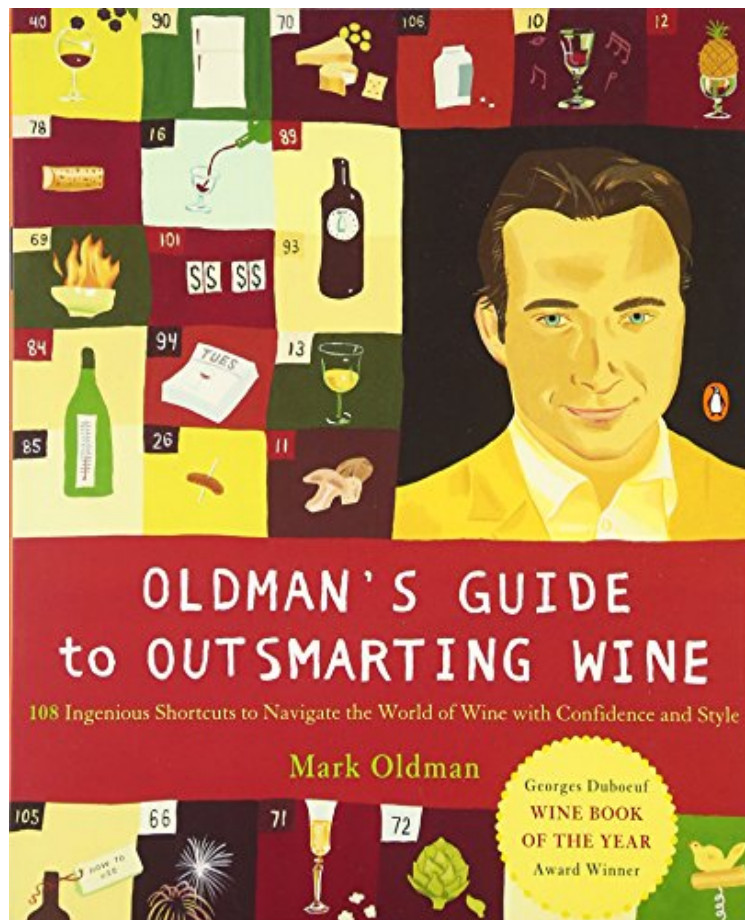


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## Oldman's Guide to Outsmarting Wine: 108 Ingenious Shortcuts to Navigate the World of Wine with Confidence and Style

Mark Oldman

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**Mark Oldman : Oldman's Guide to Outsmarting Wine: 108 Ingenious Shortcuts to Navigate the World of Wine with Confidence and Style** before purchasing it in order to gage whether or not it would be worth my time, and all praised Oldman's Guide to Outsmarting Wine: 108 Ingenious Shortcuts to Navigate the World of Wine with Confidence and Style:

1 of 1 people found the following review helpful. Textbook Quality for Young Wine Industry ProfessionalsBy Dan VeraldiI bought this book, blew through it, and bought another copy for a vineyard tasting room I manage. Outsmarting Wine is the best way I can imagine training young staff in how to talk and think wine. Instead of hitting them with online guides with suspect and patchwork information, I would recommend getting a copy of this for yourself or staff to learn wine quickly. The level is perfect in that it gives you the basics with added extras for making

connections across regions, winemaking styles, and grape varieties. Best of all, the content is a great help when talking to more wine savvy customers, and the philosophy/style is a great lesson in speaking to customers hungry to learn. 0 of 0 people found the following review helpful. ... the hardcopy of this book back in February and enjoyed it very much. By JSCSI had purchased the hardcopy of this book back in February and enjoyed it very much. Heading to a long trip, I decided to buy the Kindle Version to revisit on the planes and discovered it is a bit different than the book. I'm not talking about different editions, although that quite possible is the case. I am talking about such things as Chapter 1, The Faithful Fifteen: Fifteen Top Producers for Value...only lists THIRTEEN producers, only five of which are from my hardcopy (if I remember correctly). Anyway, just a heads up to others. 2 of 2 people found the following review helpful. Oldman's Guide....By R. Wright Good intro book. After looking at a lot of reviews I decided that this would be a good book to start with, and I think I made a good choice. Wealth of information, but not overwhelming. Reader friendly (informal) for those wanting to learn a bit (or a lot) about wines.. Not a book you have to read from beginning to end, as you could find the pertinent chapter(s) and read about the wine type you are interested in. Like the short chapters. Living in a rural area, the selections at the local stores are very limited, but am able to find some of the domestic offerings mentioned in the book.

For the thousands of people who know nothing about wine and want to rectify that swiftly and painlessly, Mark Oldman?the "Naked Chef" of wine?is here to help with the kind of information readers can use right now: ? Australian Shiraz is the most instantly likable red under \$15 ? Drink slightly sweet wine with spicy food ? Judge a wine shop by whether it has homemade shelf signs ? Don't store unopened wine in the refrigerator for more than a week Loaded with his personal recommendations?including the top 100 wines less than \$15?Oldman's Guide also includes the wine picks of an eclectic mix of collectors, from Le Cirque owner Sirio Maccioni to Morley Safer of 60 Minutes. This is a wine guide like no other and is sure to be savored by anyone who wants their wine without the attitude.

From Publishers Weekly Robust, hearty and full bodied describe not just a Beaulieu Vineyard Cabernet Sauvignon but also this comprehensive wine guide for the novice oenophile. Oldman, who has taught wine courses for more than 10 years (and, incidentally, cofounded the career Web site Vault.com), boils the basics of wine down to 108 simple chapters (here called "shortcuts"). He proves "the dirty little secret of wine appreciation is that there's just not that much to it." While Oldman says this isn't a reference book, it may be best used that way. Without the benefit of a flight of tasting wines, the information is overwhelming. Yet to look up wines by type or region, or to learn how to order in a restaurant, Oldman's guide overflows with succinct, useful advice. Those determined to read it straight through will find Oldman's anecdotal style makes the subject lighthearted and fun, and Oldman is amusingly opinionated: "Drinking Pinot Grigio is often like experiencing an Ikea rug, Ben Stein's voice, or a dose of Paxil: neutral, monotone, and devoid of highs." The casual voice occasionally is forced (drinking old wine "won't earn you a prayer session at the porcelain altar") but it makes the information accessible. Each shortcut comes with even more shortcuts: a "cheat sheet" summary, wine picks by price range, a pronunciation table and suggestions for food pairings. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. ""Oldman's Guide to Outsmarting Wine" is the perfect primer-concise, evenhanded, fun, and practical" -"The New Yorker" "Oldman's Guide is THE benchmark book for a wine introduction and a book I've recommended to friends over and over again" -Good Grape: A Wine Blog Manifesto About the Author One of the country's leading wine educators, Mark Oldman is author of the best-selling Oldman's Guide to Outsmarting Wine (Penguin Books), which was called "perfect" by Wine Enthusiast, "winespeak without the geek" by Bon Appetite, and "shortcuts to a connoisseurs confidence" by BusinessWeek. Winner of the Dubouef "Best Wine Book of the Year" Award. Oldman's Guide was also recently published in Japan and in four volumes in France. Mark writes about wine for several leading lifestyle publications, and contributes a wine column and chooses the wine picks for the hit magazine Everyday with Rachael Ray. He is also the lead judge in the new PBS television series The Winemakers. For over seventeen years, Mark has taught his lively Outsmarting Wine trade; courses and seminars to thousands of wine enthusiasts across the country. He lectures at some of the country's top gastronomic festivals, including the Aspen Food Wine Classic and the Boston Wine Expo. Mark began his wine journey in 1990 when as a student he founded Stanford Wine Circle, a popular university club hosting tastings with California wine legends, earning him the nickname "Bacchus on the Campus" in Wine Spectator magazine. Mark's pro-consumer approach and commitment to education have animated all of his professional endeavors. He is one of the three founding partners of Vault.com, the leading media company for career information. He is also a licensed attorney and co-author of several best-selling career-focused books. Mark graduated Phi Beta Kappa with a B.A and M.A. from Stanford University and a J.D. from Stanford Law School. He is a Trustee Emeritus of Stanford University, having served on its Board of Trustees for five years.