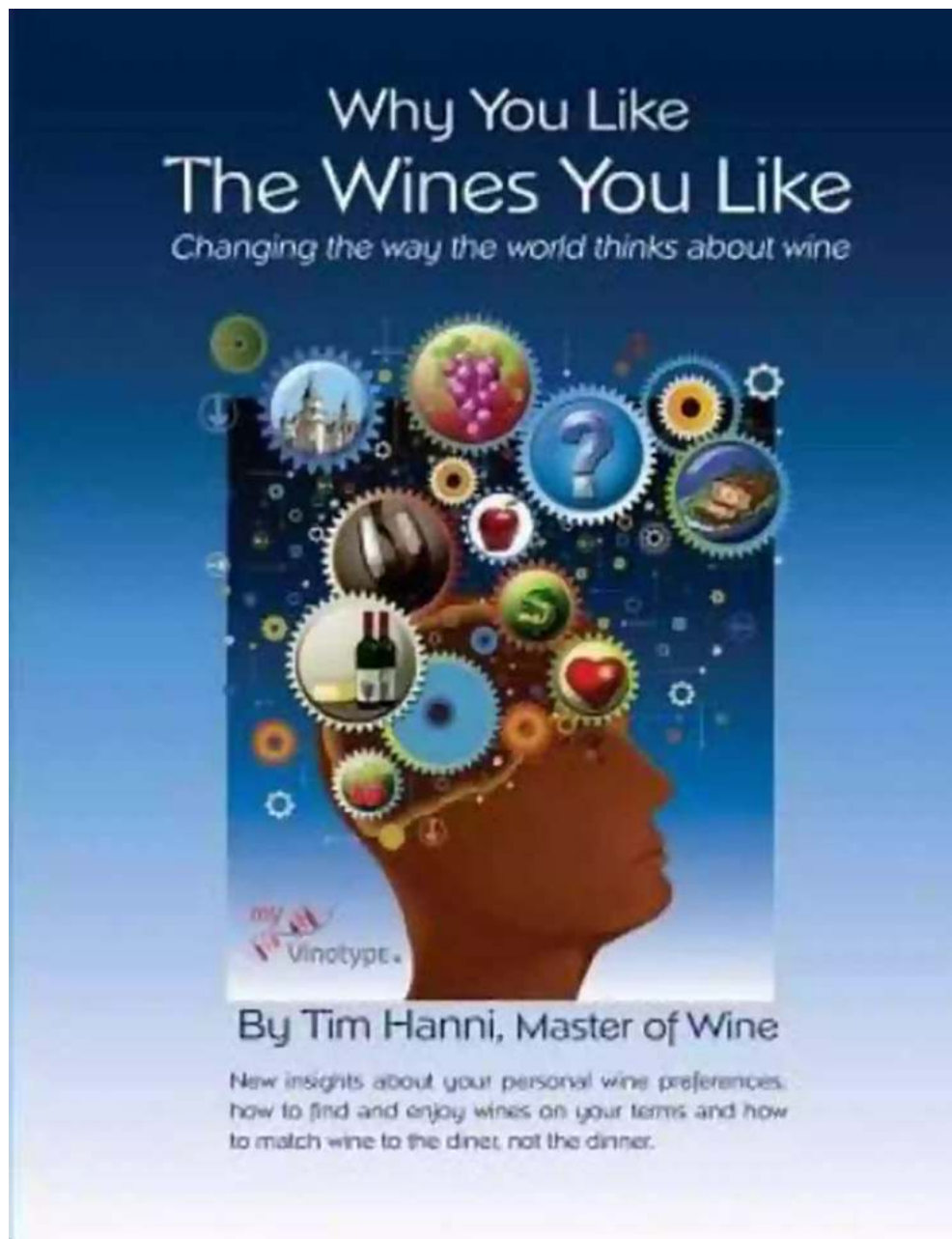
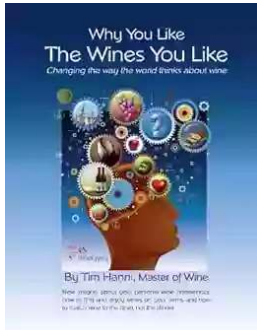


Changing The Way The World Thinks About Wine: The New Wine Fundamentals



Wine has been a part of human culture for thousands of years. It has been enjoyed at celebrations, used in religious ceremonies, and savored during moments of relaxation and contemplation. But what if we told you that the way you think about wine is about to change?

Introducing the New Wine Fundamentals - a revolution in the way we understand, appreciate, and enjoy wine. Gone are the days of stuffy wine experts and intimidating wine terminology. This new approach aims to make wine accessible to everyone, from enthusiasts to beginners.



Why You Like the Wines You Like: Changing the way the world thinks about wine (The New Wine Fundamentals Book 1) by Emma Yang (Kindle Edition)

★★★★☆ 4.2 out of 5

Language	: English
File size	: 6069 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 247 pages



The Science Behind the New Wine Fundamentals

For centuries, wine has been viewed as an art form, but it is also firmly rooted in science. The New Wine Fundamentals bring together the best of both worlds to provide a comprehensive understanding of wine.

The first fundamental is terroir. This French term refers to the unique combination of soil, climate, and geography that gives each wine its distinct character. By understanding terroir, we gain insight into why a wine tastes the way it does.

Next, we explore the impact of winemaking techniques and grape varieties. From the use of oak barrels to fermentation processes, every decision made during the winemaking process can influence the final product. Likewise, different grape

varietals contribute specific flavors and aromas to the wine, adding to its complexity and depth.

Finally, we delve into the sensory experience of wine. By utilizing all of our senses - sight, smell, taste, and touch - we can fully appreciate the nuances of each wine. The New Wine Fundamentals provide guidance on how to develop a keen palate and identify the subtle notes and characteristics present in every glass.

Democratizing Wine Knowledge

One of the most exciting aspects of the New Wine Fundamentals is their focus on making wine knowledge accessible to all. No longer are you required to attend expensive tastings or enroll in sommelier courses to gain a deeper understanding of wine.

Online resources and communities are flourishing, offering a wealth of information on wine appreciation and education. From virtual tastings to forums where enthusiasts can share their thoughts and experiences, anyone with an internet connection can embark on a journey of wine discovery.

In addition, wine-focused apps and platforms have emerged, allowing users to access personalized recommendations, track their wine collections, and even learn about food pairings. These tools democratize wine knowledge by putting it at your fingertips.

Breaking Wine Stereotypes

The traditional image of a wine drinker often portrays an affluent, older individual sipping expensive wines in an elegant setting. However, the New Wine Fundamentals challenge these stereotypes and encourage inclusivity.

Wine is for everyone, regardless of age, background, or budget. The New Wine Fundamentals celebrate diversity in wine consumption and emphasize that everyone can find enjoyment in a glass of wine.

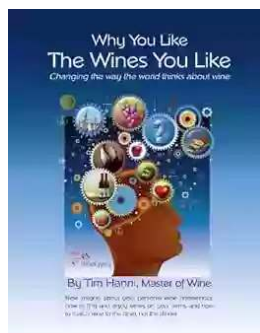
Furthermore, wine's versatility extends beyond the dinner table. From picnics to beach outings, wine can enhance any social gathering. So go ahead and grab that can of wine or experiment with wine cocktails. The New Wine Fundamentals give you the freedom to explore and have fun with your wine choices.

Embrace the New Wine Fundamentals

It's time to change the way we think about wine. The New Wine Fundamentals open the doors to a world of endless exploration and enjoyment. Whether you're a seasoned connoisseur or just beginning your wine journey, these fundamentals are here to guide and inspire you.

So let go of any preconceived notions, embrace curiosity, and dive into the wonderful world of wine. Your taste buds and your senses will thank you.

Disclaimer: This article is intended for informational purposes only. Always drink responsibly and in moderation.



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Tim Hanni MW was hailed as the Wine Antisnob by the Wall Street Journal.

His new book, "Why You Like the Wines You Like, changing the way the world thinks about wine" is a revolutionary, myth-busting approach to wine and food enjoyment based on the latest palatal and consumer research, published by author Tim Hanni, Master of Wine. This book introduces the physiological and psychological factors that shape personal wine preferences. It offers empowerment to wine drinkers at all levels and is a truly game-changing approach to the subject of the enjoyment of wine and wine with food.

This is a must-read book for anyone who enjoys wine. His research has uncovered that White Zinfandel drinkers in fact have the greatest taste sensitivity and offers an alternative to wine and food matching, along with a sensible and simple set of flavor Balancing principles, that allows anyone to enjoy the wine they love the most with the foods they most enjoy. He details the spectrum of wine enjoyers from those who favor light, delicate wines all the way to the intense and highly rated red wines - and provides sound rationale why wine and food pairing is based on metaphors and illusions.

Why You Like the Wine You Like also looks at the countless myths and lore associated with wine and provides an information update for anyone interested in wine history.

This introductory volume for The New Wine Fundamentals wine education program is based on two decades of research by the author and many research colleagues.

Hanni's wine and food principles were adopted last year and taught as part of the Advanced Diploma curriculum for the Wine & Spirits Educational Trust. "Wine and food pairing is has become an imaginary and metaphorical exercise with little basis in reality," Hanni says. "I am on a mission to have everyone pair wines with the diner, not the dinner."

The new approach detailed in his book segments consumers by Vintotypes® a combination of perceptual sensitivity, from Sweet to Tolerant, and takes into account psychological factors accounting for preference changes over time. "Our observations of sensory sensitivity differences begins in childhood at the dinner table," Hanni explains, "where of three children one will happily eat broccoli, one will eat it with a bit of reinforcement and the 'bad' child will be punished for refusing to eat it. Our preferences, for both wine and foods, continue adjusting through life due to learning, new experiences and different social environments. No wine expert can tell you unilaterally what is right or wrong on a personal level unless they understand your Vintotype."

"I have spent many hours with Tim wrestling with some of his ideas while they were still in the formative stage. It was both an exhilarating and an exhaustive experience. With a broad and deep knowledge of wine and food history as well as their complexities, he is not afraid to challenge the way things are done and suggest alternatives. He's not dogmatic in his beliefs, but he demands that conventional thinkers think again. You may not agree with all his s, but I promise he will make you think."

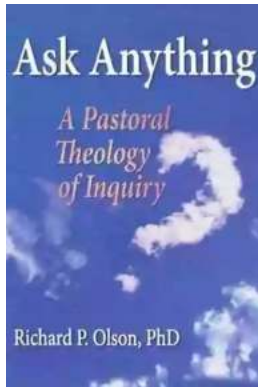
George Taber, author of the bestseller *The Judgment of Paris* and *A Toast to Bargain Wines*, and a former correspondent and editor for *Time* magazine

NOTE: consumer research data from the 2010 Consumer Wine Preferences and Behaviors study, an appendix to the printed book, does not fit into the Kindle

format The study can be accessed and downloaded in full at:

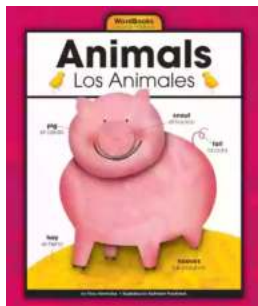
<http://www.timhanni.com/ConsumerStudySummary.pdf> and these instruction are reiterated at the appropriate part of the book.

Please join me to restore a sense of sanity to the joyful experiences of wine and wine with food for EVERYONE who loves wine!



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