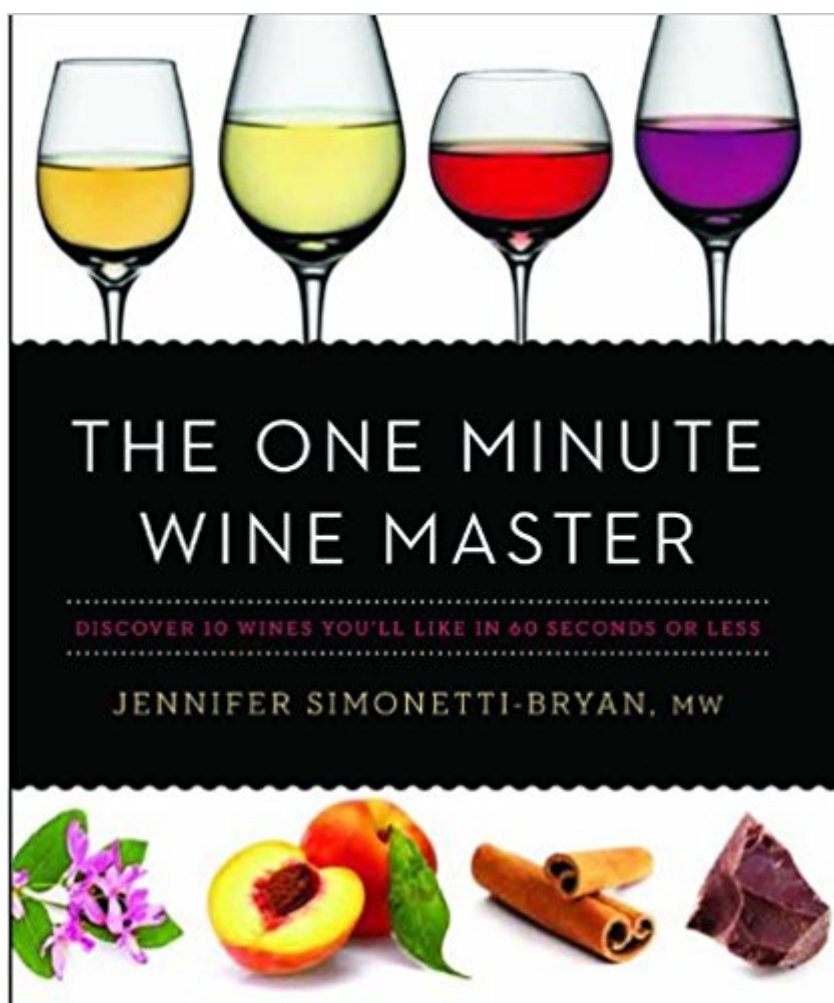


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# The One Minute Wine Master: Discover 10 Wines You'll Like In 60 Seconds Or Less



## 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

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## Customer Reviews

Jennifer Simonetti-Bryan is only the fourth woman in the US to achieve the coveted international title of Master of Wine--the world’s top credential for wine expertise. She serves as a judge in major wine and spirits competitions worldwide, has won the 2008 Tasting Trophy awarded by the Institute of Masters of Wine, and has trained thousands in the industry. Jennifer is author of *The Everyday Guide to Wine* by The Great Courses (2010), *Your Guide to Spirits & Cocktails* by The Great Courses (November 2011), and the just-completed *Food & Wine Pairing with the Masters*. She has appeared on TV, (Today Show, Fox Business, Fox News, Bloomberg, and CBS); in print (Fortune, BusinessWeek, Gotham, Oprah, Wine Enthusiast); and on radio (Sirius XM, Martha Stewart, Bloomberg).

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. For example, while the Fall category includes a host of the more robust red wines, it also includes such whites as Pinot Gris, Gewurztraminer and Chardonnay. Likewise, the Spring category, while dominated by lighter white wines, also includes some reds such as Beaujolais, Barbera and Pinot Noir. The Winter category, however, is populated solely with the more tannin-laded, ruby red wines. The author provides a detailed explanation of each of the four wine personalities based on one's preferences regarding concentration, tannin, alcohol tolerance, acidity, and sweetness. She then analyzes the 11 quiz questions, to show how your response to each question helped formulate your wine-tasting personality. But wait; there's more! The author then goes on to recommend and describe one or more specific wines for each of the 40 varietals recommended in the Answer Wheel. For example, for the Chardonnay varietal, one of her recommendations is the domestic Chateau St. Jean Sonoma County Chardonnay. The book also serves as a wonderful reference for such wine-related questions regarding proper storage and serving temperatures, etc. She explains why "room temperature" is not really the right answer; and that each category of wines has its own best serving temperature. For example, Fall and Winter reds should be served, ideally, at 55-59 degrees; and no red wine should ever be served warmer than 65 degrees. (There goes the "room temperature" myth.) Even though I consider myself to be slightly more knowledgeable about wine than the average taster, I find myself constantly referring to this book. If you enjoy wine at all, you simply must have this book!

Great way to look at the wine tasting kinda like seasons for clothing. I have tried this method by giving the tests at several wine tastings. After much grumbling about the questions not being pertinent and complaints about people not liking any of the answers the conclusions were..... Not really surprising. Those that liked mostly reds were either fall or winter. Those that liked mostly whites were spring or summer. The problem with trying to categorize will work best with beginner wine drinkers, or people that do not like to experiment much. Once the world of wine "opens" up to you, I would say that that you will enjoy more than three quarters of the wines mentioned. And of course it is here that the book shines, the answer key is arranged in a circle, such that spring follows, winter, etc. So it should become clear that the best way to pick wines is not just by the season, but pick wines that are adjacent to each other on the wheel. (Then pick a good example of one exactly diagonally opposite, and see if you truly do not like that style). I had great fun with this.

Jennifer Simonetti-Bryan is one of 28 masters of wine in the US. She certainly has the down and dirty to figuring out the wine people will like. Within 60 seconds she had already told me at least 10 wines that she knew I would like based upon by answers to simple questions such as how I like my coffee, if I like apple juice, what kind of cologne I prefer, etc. All questions that have nothing to do with wine per se but rather have to do with the palate. You're basically either a spring, summer, fall or winter; it turns out I'm a fall with nuances of winter. There's no fancy memorization; it's simple enough for the beginner to understand but interesting enough for the oenophile to appreciate as well. Quite an easy read and Ms. Simonetti-Bryan has wonderful insights to the world of wine. This book would make a great stocking stuffer or even an office gift included with a bottle of wine. I highly recommend. Another book I enjoyed to learn about wine was *The Wine Club: A Month-by-Month Guide to Learning About Wine with Friends*.

The key part of this book is the 1 minute quiz, which will suggest a good range of wines to try first, on the basis of the things you already enjoy. The rest of the book gives you details about each of the areas of focus (gathered into four seasons for simplicity), and what to expect and look for in those areas. If you don't know much about wine, but would like to learn more, and want to enjoy wine for its own sake, rather than for pose value, this is a great book to start with. It will lead you into the subject, let you get a good understanding and lots of enjoyment, and if you want to go further, you have a sound foundation.

Interesting approach to understanding wines and why you might like different styles of wine. Content supports other material I am reading or have read. The fun part of this book and wine is the conversations it helps start with people of similar interest, and who does not like wine. The quiz can really get people thinking about wine in more detail. Good to photo copy and discuss at parties.

I saw the author on national T.V. describing how she became an elite wine taster. Her book sounded like fun. It is interesting the test she has worked out that may help in determining the wines individuals might enjoy. The book is short and easy to read. If you are accustomed to one or two familiar wines, then this book might entice you to be more adventuresome. If you are interested in learning something more about wines, but don't want to be bogged down, then you could find reading this book fills the bill..

Easy to read yet very educational.

Very easy to understand and well written

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