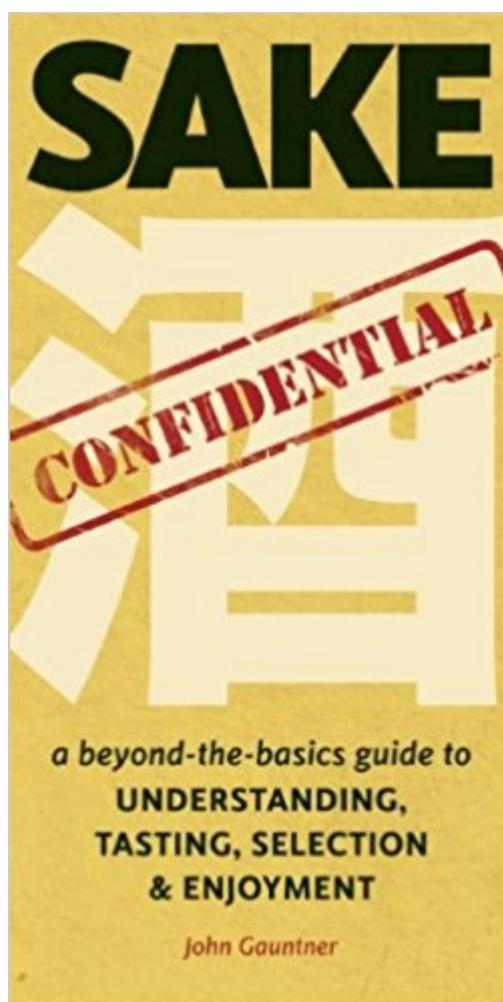


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# **Sake Confidential: A Beyond-the-Basics Guide To Understanding, Tasting, Selection, And Enjoyment**



## Synopsis

With today's sake drinkers increasingly informed and adventurous, now is the time for a truly expert guide to take you deeper into appreciation of this complex but delightful Japanese beverage, brewed from rice and enjoyed both warm or chilled. And what better mentor than John Gauntner, the "Sake Guy" • and the world's leading non-Japanese sake educator and evangelist? Here in over two dozen no-holds-barred essays, John reveals the truth about sake • from a connected insider's perspective. No other book or website presents such a knowledgeable, practical, and concise yet complete guide to sake idiosyncrasies, misperceptions, and controversies. Sake Confidential is the perfect FAQ for beginners, experts, and sommeliers. Indexed for easy reference with suggested brands and label photos. Includes: Sake Secrets: junmai vs. non-junmai, namazake, aging, dry vs. sweet, ginjo, warm vs. chilled, nigori, water, yeast, rice, regionality How the Industry Really Works: pricing, contests, distribution, glassware, milling, food pairing The Brewer's Art Revealed: koji-making, brewers' guilds, grading John Gauntner John Gauntner is the only non-Japanese certified Master of Sake Tasting. A resident of Japan since 1988, he has worked in the sake industry promoting and educating since 1994. Each year he conducts Sake Professional Courses for sake professionals and aficionados, and several of his students have gone on to open thriving sake shops, breweries, and izakaya in the United States.

## Book Information

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## Customer Reviews

"A superb, easy-to-swallow overview of this fascinating, complex and subtle beverage, offered with pith and clarity." The New York Times "This book is not just for sake lovers; it's a must

read for anyone interested in Japanese culture."• The Japan Times"Written in a style that Gauntner's readers have come to know and enjoy: conversational, straightforward, earnest, unpretentious, and passionate."• The Sake Press"Sake Confidential is essential reading for anyone curious or passionate about Japanâ™s national spirit."• Metropolis"It fills a needed niche for a Sake book that goes beyond the basics, but still is approachable by even the casual reader or newbie to Sake."• The Passionate Foodie"It's an easy book to flip through to find something of interest at your level of knowledge."• The Gray Report"A superb, easy-to-swallow overview of this fascinating, complex and subtle beverage, offered with pith and clarity."• The New York Times"This book is not just for sake lovers; itâ™s a must read for anyone interested in Japanese culture."• The Japan Times"Written in a style that Gauntner's readers have come to know and enjoy: conversational, straightforward, earnest, unpretentious, and passionate."• The Sake Press"Sake Confidential is essential reading for anyone curious or passionate about Japanâ™s national spirit."• Metropolis "It fills a needed niche for a Sake book that goes beyond the basics, but still is approachable by even the casual reader or newbie to Sake."• The Passionate Foodie"It's an easy book to flip through to find something of interest at your level of knowledge."• The Gray Report

John Gauntner is recognized as the world's leading non-Japanese sake expert and educator. He has lived in Japan since 1988, and has worked in the sake industry promoting and educating since 1994. He has written seven books, including two ebooks, across two languages and hundreds of articles on the topic, and is known for his uniquely concise and passionate way of conveying all aspects of sake, sake enjoyment, sake culture, sake history, and brewing technology. John also conducts several Sake Professional Courses each year for sake professionals and aficionados. Known as "The Sake Guy," John is the only non-Japanese certified Master of Sake Tasting in the world, and has also achieved the very difficult Sake Expert Assessor certification from Japan's National Research Institute of Brewing. No other non-Japanese in the world has both of these certifications. He also received the Sake Samurai award in 2006, the first year it was awarded. John has been quoted and/or mentioned in sake related articles in countless publications including The New York Times, Newsweek, Forbes, Business Week, and Rolling Stone. He has spoken at Harvard, Yale, and Columbia Universities, Wharton School of Business, and countless other venues across the US and Japan. Much of each winter he is traveling around Japan, visiting breweries regularly and constantly learning. Other efforts at educating and edifying about sake include a free monthly sake newsletter ([www.sake-world.com](http://www.sake-world.com)) and various digital products and

e-books. John is also author of *Sake's Hidden Stories* and *The Sake Notebook*, both self-published ebooks, and coauthor of *Sake Pure and Simple* (Stone Bridge Press, 978-1880656372, now OP).

John Gauntner is the leading non-Japanese professional in sake. He is the first and only non-Japanese to become certified as both a Sake Expert Assessor, as bestowed by the National Research Institute of Brewing, and as a Master of Sake Tasting as bestowed by Nihon Jouzou Kyoukai, the Brewing Society of Japan he has lived in Japan since '88. He also gives a course stateside (Sake Professional Course) that is amazing for any professional looking to learn more about sake. Anyone leaving reviews that say otherwise don't know what they're talking about. This book is a follow-up to his first book 'The Sake Handbook' if this is your first book on sake and you don't know much, get that one first. This book dives further into the subtle and often confusing world of sake. It's a wonderful journey.

We recently tasted some fine sakes at a restaurant in ... wait for it ... Dallas, Texas. Our interest was piqued. Given guidance from this book, we've begun sampling some of the nicer sakes. They are delicious.

thank you john!

Best buy!

As expected from John Gauntner, a comprehensive guidebook detailing and explaining many aspects of Sake - whether you know a lot, a little, or nothing about the subject, you will take away much from this book. Highly recommended.

Another great Sake book by Sensei Gauntner. Well written with lots of information and revelations. This is a must-have for anyone involved with Sake in any capacity, be it industry professional or informed consumer.

Book makes sake easy to understand. Great insight into this drink that is sometimes avoided because of lack of knowledge or understanding. John Gauntner is a great ambassador and instructor.

Another in depth sake guide from John Gauntner. This one has an excellent listing of Sake to highlight each section of the book!

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