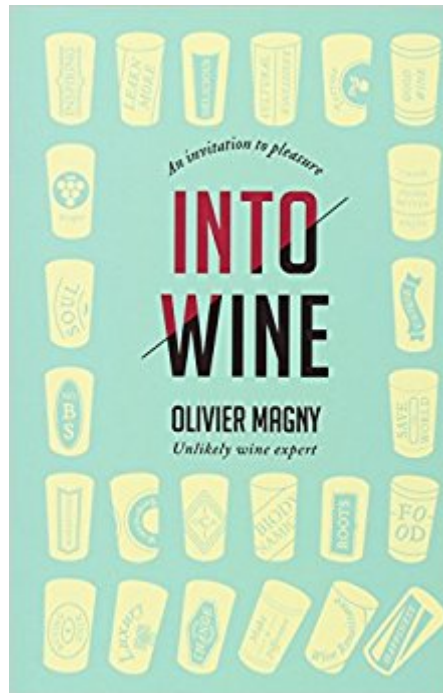




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# Into Wine: An Invitation To Pleasure



## Synopsis

This book makes learning about wine not only fun, but also truly inspiring. It is also the result of years of experience: Olivier Magny is the young founder of France's #1 wine school. He's passionate about making wine more fun and its culture more accessible. Reading this book, you will certainly learn profusely about wine, but you will also learn about all sorts of things far beyond wine that you never knew were connected. You will discover that wine is an eye opening window into our world. INTO WINE is a journey - one that will appeal to anyone with an interest in wine - from the complete novice to the most seasoned drinker. SantÃ©!

## Book Information

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## Customer Reviews

"Drinking wine is fun. Olivier Magny makes learning about it fun, too" - Food 52  
"There is probably a line every two pages that will have you laughing, out loud" - Unique Gifter  
"Informative and funny - No one had explained wine like that" - Le Monde  
"Both a humorous exercise as well as the ultimate guide to appreciating wine" - MyFrenchLife  
"Definitely an eye opener" - The Wine Economist  
"Positively evangelical" - Pursuitist  
"Admirable zest and energy" - Andrew Jefford

I really enjoyed Magny's other book, *Stuff Parisians Like*, and his style here is quite similar.

Interesting info about wine - how it's made, labeled, tasted, etc. However, I was distracted to the point of irritation by the million (often unnecessary) footnotes! The printing quality was also bad, with page numbers at top right and bottom middle, and errors in footnote numbering, along with tons of sidebar boxes that looked cheesy and again distracted from the rest of the text. A nicer-looking

printing would have made a huge difference in the reading of this book. Overall it was informative and easy to read, and I will definitely make a trip to the author's wine shop if I'm ever in Paris again!

I work rather frequently in France, perhaps two or three times a year for a week or more. I recently had the privilege of attending a wine tasting class with Olivier (the author) and was greatly entertained for several hours while we drank excellent wine and he teased young American girls about their overly-sensitive feminist world views. A good time was had by all! A couple of months later, I was able to bring my wife to Paris for the first time. She immediately picked up on how different it was from the US. It was, for lack of a better word, "non-homogenized". Les Français have preserved a culture where rare book vendors can not only survive, but thrive (book stores are a rare thing these days from where we come from). And amidst the ever present megabrands which line all of downtown Paris, lie these wonderful boutiques and artisans from which one can purchase treasures which will last generations. Such a relief from the bland, corporate, planned obsolescence world we've come to accept in the US. *Into Wine* will give you that same sense of local culture that I treasure in France. In this book, Olivier brings an honest, funny and genuine perspective to the world of wine (and many other areas besides). I remember him as being one of my favorite French personalities and this book is an authentic record of his quirky and dynamic personality. Mind you, I don't always agree with him (neodynamic growing... really? It's just cow poop and prayer). Yet, he's unapologetic, unpretentious, and daresay a bit sexist (and funny!). He may not be your perfectly PC cup of tea, but like a good wine, he displays a lot of terroir. I heartily recommend this book as a good read, an excellent primer on wine, and an invitation to share a glass of excellent vin at O Château.

You will thoroughly love this book, so buy it, open a bottle of wine, and sit back and enjoy. This book is informative, interesting and entertaining. Olivier effortlessly combines it all and makes the world of wine not so intimidating. I knew a little about wine before getting this book. I definitely enjoyed drinking it. I have picked up other wine books and tossed them aside because, quite honestly, I couldn't understand them, or they bored me. Still, I desired to learn more, so I went ahead and purchased the book. It is quite clear that Olivier truly has a passion for wine, and it makes the book all the more enjoyable. Reading the book has made me appreciate wine even more. I love that the book is so easy to read, yet packed with so much to learn. I definitely understand terroir! Thank you Olivier for a great wine book.

Although some of the information in this book was prior knowledge to me from other books like Omnivore's Dilemma, I thoroughly enjoyed reading this book because it provided an even more in-depth analysis of the effects of modern agriculture on the terroir. Beyond that, it provides a brief description of the author's journey into the wine-tasting profession, and most importantly provides great detail on the process of wine creation: from making the grapes to drinking the wine, and everything in between. The author is in my opinion, a great writer in his field for I catch myself having to force myself to put down the book at night. I would recommend this book to anyone who is a foodie, a wine enthusiast, or just wants to be conscious of what they put in their body.

It may have been five years ago now when I was planning a trip to Paris with my mother inlaw and we set up an off the beaten path wine tasting-pairing class. Upon our arrival to class, we were very surprised to see this young man Olivier Magny holding this class in his one-room studio apartment! The class was full with all tourists. We had a wonderful time and he obviously knew his wines! How pleased we were when we found out that he not only took the initiative to move on and try opening a larger place, but now owns and operates the Wine Bar in Paris, plus, has written two witty and informational books on it besides that! We are so proud of him. He makes learning fun and enjoyable! We wish him the best and I recommend this humoring, yet very fun way of learning about wine to everyone. A great read for everyone interested in wine. Brenda M, Hebron, NH USA

M. Magny makes a critical point about the importance of the term terroir. The use of modern techniques like chemical fertilizers and the depletion of the soil that necessitates their use will inevitably render wines grown almost anywhere very similar in flavor and texture. Terroir is the very unique qualities of the soil, climate, etc. that give a wine its distinctive character. If wine makers fail to respect the terroir of the region, they deny their wine its special character. M. Magny emphasizes the use of biodynamics as an approach to growing grapes and venting them. These two points alone make his book worth reading.

If you ever enjoyed sipping down a glass of wine, then this book is most definitively for you. Olivier shares with us his passion and journey into wine in a smart, totally endearing and always funny, way. More so than just wine, it also gives you a different perspective on enjoying the simple pleasures of life and makes you aware of little details of our environment. And you learn a great deal about wines without even noticing. I couldn't put the book down once I started and it, and just like a good bottle of Cabernet, it was down before I knew it! A must read! And a must buy if you are looking

for a last minute gift idea!

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