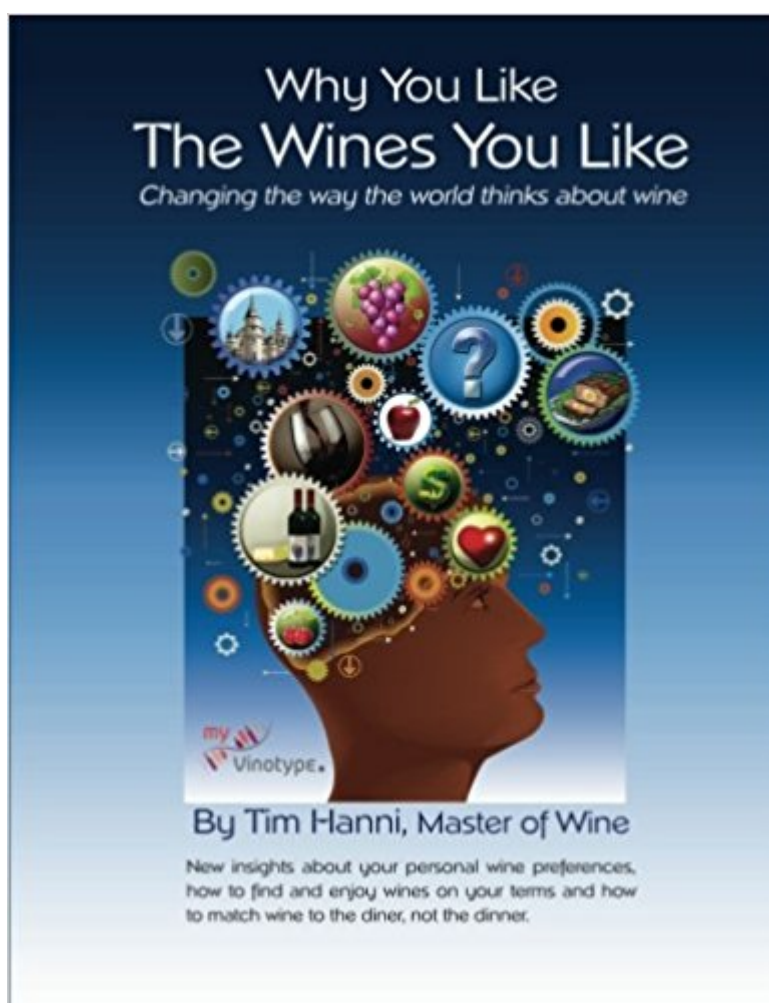


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# Why You Like The Wines You Like: Changing The Way The World Thinks About Wine. (The New Wine Fundamentals) (Volume 1)



## Synopsis

Master of Wine and Chef Tim Hanni MW was hailed as the Wine Antisnob by the Wall Street Journal for his work in understanding consumer wine preferences and revolutionary concepts for wine and food pairing. 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. "Why You Like the Wines You Like; changing the way the world thinks about wine" 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. Why You Like the Wine You Like also looks at the countless myths and lore associated with wine and provides insights and an information for anyone interested in wine history. 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." 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 conclusions, but I promise he will make you think. • George Taber, author of the bestseller The Judgment of Paris and A Guide to Bargain Wines and former correspondent and editor for Time magazine

## Book Information

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## Customer Reviews

Tim Hanni, one of the first two Americans to earn the title of Master of Wine, is the author of *Why You Like the Wines You Like; Changing the way the world thinks about wine*. This paradigm-changing book, due to be released in January of 2013, focuses on expanding wine enjoyment by fostering better communications and eliminating counter-productive wine and consumer myths. His international consulting work centers on implementing his consumer research, technology and insights into strategic planning, product development, marketing and sales initiatives that have resulted in tremendous success stories for his clients. Hanni is currently a member of the Executive Council of the Institute of Masters of Wine in London and the Board of Directors of the Institute of Masters of Wine North America. He is on faculty at Sonoma State University's Wine Business Institute teaching the Wine Business Certificate Series, the first international online wine business program. Hanni is a widely recognized leader in developing wine marketing and education programs that break down barriers that historically hinder the unfettered enjoyment of wine. He is involved in sensory and behavioral research projects to create a better understanding of consumer wine preferences. Hailed by the Wall Street Journal as *The Wine Anti-Snob*, Tim is an innovator, researcher, renegade and a relentless crusader against wine snobbery. At the heart of this crusade is a quest to find the fundamental elements that shape our taste preferences, and to understand, embrace, and cultivate the interest of all wine consumers, not just a select few. Many of the world's greatest chefs have embraced Tim's Flavor Balancing concepts and techniques. His techniques for creating user-friendly wine lists and retail wine programs are combined with proven culinary techniques to balance food and wine flavors and are employed by thousands of restaurants and hotel outlets around the world. The Wine & Spirits Education Trust in London, England, has adopted his wine and food principles in their international curriculum. Tim's research on understanding the physiological and psychological factors that determine consumer beverage preferences and buying behavior, engineered in cooperation with noted Cornell University researcher Dr. Virginia Utermohlen, MD. Hanni's mission is to eliminate wine myths and misunderstandings so all wine consumers have a stronger voice and easier means to enjoy the wines they love.

While I don't entirely agree with some of the author's claims, I would suggest this

book for anyone interested in wine. It's a fresh perspective for most connoisseurs mired in traditional archaic pairings and staid opinions about what tastes "right" and a fine reminder for most about obeying your own preferences. Dispels myths regarding the biology and psychology of taste, order of service, etc. You may or may not agree with Hanni but it will likely make you take a second look or taste, as it may be.

I first discovered Tim Hanni's work while researching why ancient honey wine, or mead, is all but obsolete as a mainstream beverage in most cultures. It was a relief to hear exactly what I have been saying for years! That sweet wines have been acclaimed and enjoyed for thousands of years and it is only in the last 50 years that dry wines were the only ones considered "worth drinking". Honey wine likely pre-dates grape wine, and just like grape wine, it has been historically enjoyed -from Dry to Sweet- with equal reverence. While the number of honey wine drinkers has declined dramatically relative to grape wine - the shift to Dry has not been as pronounced among honey wine drinkers. So it goes that Mr. Hanni was preaching to the proverbial choir. But beyond wine, I found this book to be a brave personal and professional endeavor. Brave because the author confronts a wine zeitgeist that is inseparable to his life and career, yet he essays a credible response based on self fulfillment, physiological & psychological evidence, and consumer data. The concept of "frames" and wine preference predispositions, or "vinotypes" as he calls them, transcends food & wine and promotes a co-existence philosophy. Ayele Solomon

Reading between the lines, I knew I would like Tim if I had the opportunity to converse with him over a glass (or 5) of a big bold chewy tannic over-oaked single vineyard Napa cab and a bowl of chilled shrimp and chocolate cheesecake. Regarding the book, I felt it was difficult to read in the sense the subject matter wasn't presented in a captivating and engaging fashion. Although I did enjoy a few of the anecdotes and stories, it was repetitive and in my opinion lacked depth. I did find it to be a large dose of common sense and the book could have been 100 pages shorter to make his point. Sorry Tim.

The author abandons much of current approaches to wine and food pairing, labeling them myths. There are two theories presented here: first that there are 4 major Vinotypes or individual taste profiles that determine the wine and foods that we enjoy. And second that current wine and food dictums should be abandoned in favor of a diner-centered approach. He presents ways to change the preparation of food, often with just a pinch of salt or lemon juice, to fit whatever is your preferred

wine. He liberates those who enjoy sweet wine from prejudice by noting that they are sweet tasters with sensitive palates. There are a few minor typos in the kindle version and he is repetitive but his theories are backed with solid science. Worth reading.

Tim Hanni's natural inquisitive nature and personality flow from one page to the next. Wine, and basic human tendencies are woven perfectly together in this most insightful book that answers the question of, "Why I like this and you like that!" It's a must read for people who have enjoyed 10,000 wines, and a must read for people who are currently trying their first 10 wines. Your freedom for liking the wines and foods you like will be unleashed! -- Jim Pfeiffer, Owner, Turtle Run Winery

Books seems cool. Sort of workbook like which im not very fond it but there is a lot of information in it. It's clearly intended to be "interactive" of some sort so that's by quite what I was expecting but hey, if it will help me learn then I'm all for it.

Started reading, so far very informative, nice coffee table book

I've had several wine pairings which I liked, but many that I did not enjoy very much, and before reading Tim's book and having the opportunity to talk with Tim, I always thought it was my personal unsophisticated palate that caused my displeasure. Tim has allowed me to confidently choose the wines I like to pair with whichever food I want to have, and move forward from the traditional rules which I was supposed to follow, but didn't necessarily privately agree with. Thank you, Tim. I feel free now.

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