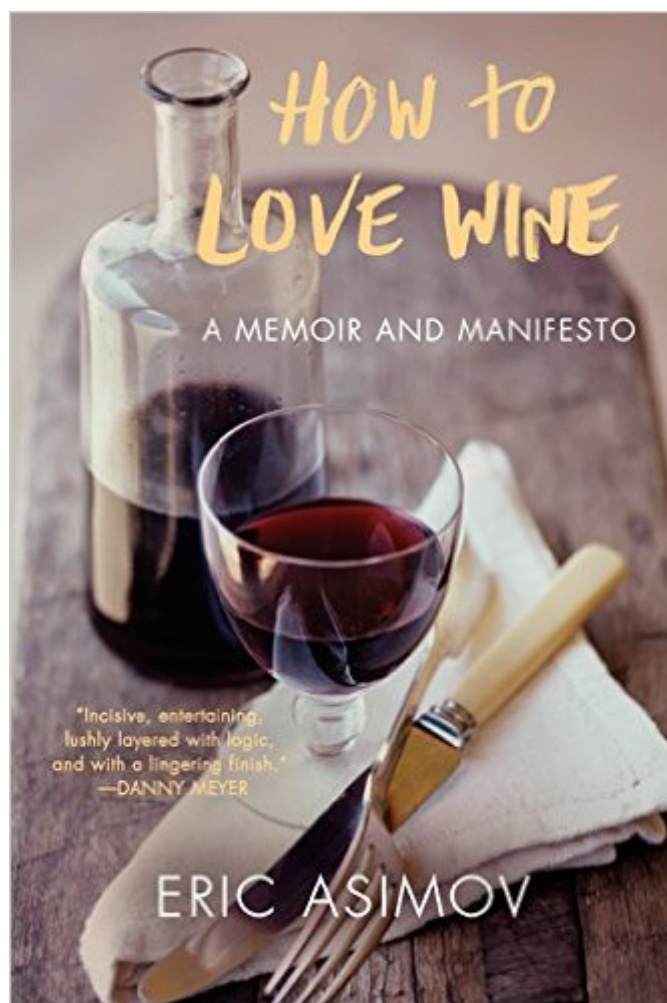


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# How To Love Wine: A Memoir And Manifesto



## Synopsis

Eric Asimov, the acclaimed chief wine critic for the New York Times, has written a beautiful and thought-provoking combination memoir and manifesto, *How to Love Wine*. With charm, wit, and intelligence, Asimov tells how he went from writing beer reviews for his high school newspaper on Long Island to the most coveted job in the industry. He evaluates the current wine culture, discussing trends both interesting and alarming, and celebrates the extraordinary pleasures of wine while, at the same time, questioning the conventional wisdom about wine. Whether you're a connoisseur or a novice, already love wine or want to know it better, *How to Love Wine: A Memoir and Manifesto* is the book for you.

## Book Information

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## Customer Reviews

Isaac Asimov's nephew may be an earthly writer of wine and "terroir" but his book "How to Love Wine" is just as entralling and exhilarating. Having experimented with marijuana in school where he first started his blind tastings - of beer - he became a writer for The New York Times, developing to a sort of wine iconoclast. He assures novice wine drinkers (and many experienced ones as well) that one does not live by Robert Parker alone. He tells the story of his friend's father, a Sicilian immigrant who quietly drinks his cheap wine in fruit glasses and was totally oblivious to what wine critics and connoisseurs might say about his choice of wine, based, entirely on price. The crucial point was, he loved his wine. If anyone disapproved, did he suffer? If anyone disagreed did he mind? Was his happiness and joy diminished by what others thought? Plainly, no. That man found

the secret to happiness, it seemed. Asimov also eschewed fancy description of wine that made no sense, and often contradictory. He took a specific wine reviewed by three different reviewers and found that that it was like reading about three different wines. Pairing wine with food is a great part in the enjoyment of wine, but, he tells us, we should try it ourselves and take recommendations from experts, but not too seriously; and certainly without jettisoning our sense of adventure going against their wisdom. Cheers to the free spirit in us.

I expected to have to plow through some pomposity and name dropping, like I did through three of Jay McInerney's books, the payoff being the knowledge that the NY Times wine critic has to impart. This guy is so humble and down to earth it's shocking. This truly is a book by someone who loves wine for people who want to know more about it/learn how to love it. It is a quick and great read.

Its subtitle claims this book is both a memoir and a manifesto. It would be a better book if it were one or the other. I wish it were memoir. I think everything Asimov wants to say about wine could have been said more effectively in the context of his own evolving experience with it, which is too thinly told. The manifesto part is needlessly repetitive. An editor should have sent him back to the drawing boards.

This is a terrific book on enjoying wine by a writer who draws very logical conclusions on the deliciousness of wine. Really loved the style of writing and thoughtful commentary. A must have for the folks that are learning and loving wine...Cheers!

A needed addition to my wine library. Wine as a window into a culture, as a way to better enjoy a meal, and as a wonderful excuse to share experiences with a friend. Great summer read with a glass of yr favorite rose.

I'd highly recommend this book for learning more about wine or just for leisure reading if you're interested in wine. His journey and insights throughout will make wine tasting and pursuing wine as a passion more enlightened.

I really wanted to love this book. When someone is as passionate about a subject as Asimov clearly is, you would like to join them in that enthusiasm. But this book turns out to be tedious, repetitive, and just no fun. Asimov has a clear position on wine: "Ignore ratings, laugh at tasting notes, drink

wine and enjoy it! And search out interesting wines". But it is hard to make those precepts last a whole book. But, by repetition, Asimov makes it last at least 2/3 of the book. The remaining 1/3 was far more interesting: his career, his relationship with wine, his adventures. I think if the book had simply been a memoir of his life in journalism and with wine, with a chapter on his view of enjoying wine, I would have loved the book. As is, I hit the halfway point and was tired of him lecturing me on the same points over and over again.

Have you ever laughed out loud at the tasting notes on the back of a wine bottle (the faintest soup of asparagus and just a flutter of a nutty Edam cheese)? If so, you will thoroughly enjoy this book. While Eric acknowledges the usefulness of these notes, at some level, he also recognizes how they can remove or lessen the enjoyment of wine purchasing and drinking. This book aims to demystify all of this terminology and return wine to its rightful place as an expression of terroir, culture and community. As I read the book, I couldn't help but think of The Emperor's New Clothes with Eric having the guts to see it and expose it for what it is. I love Eric's work for the NYTimes so I was not surprised that I loved this book as well.

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