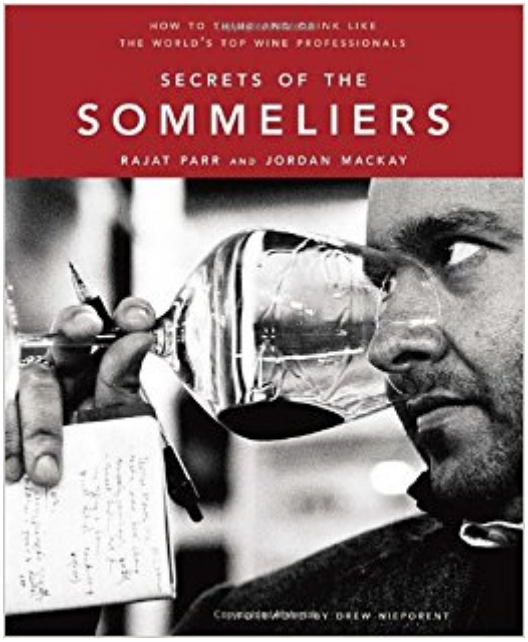
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Secrets Of The Sommeliers: How To Think And Drink Like The World's Top Wine Professionals



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Synopsis

A fascinating exploration of the inside world of sommeliers, sharing their unique perspectives, extensive expertise, and best stories.Rajat ParrÃ¢ ¬â„¢s profound knowledge of wines, deep relationships with producers, and renowned tasting abilities have made him a legend in the business. As wine director for the Mina Group, Parr presides over the lists at some of the countryÃ¢ ¬â„¢s top restaurants. In Secrets of the Sommeliers, Parr and journalist Jordan Mackay present a fascinating portrait of the worldÃ¢ ¬â„¢s top wine professionals and their trade. The authors interviewed the elite of the sommelier community, and their colleaguesÃ¢ ¬â„¢ insights, recommendations, and entertaining stories are woven throughout, along with ParrÃ¢ ¬â„¢s own takes on his profession and favorite winemakers and wines. Along the way, the authors give an immersion course in tasting and serving wine; share strategies for securing hard-to-find bottles at a good price and identifying value sweetspots among the many regions; and teach readers how to make inspired food pairings.Winner - 2011 James Beard Cookbook Award - Beverage Category

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Customer Reviews

Ã¢ ¬Å“Parr & Jordan open a window onto the workings of a great sommeliers mind. . . .The result is part history lesson, part insiderÃ¢ ¬â„¢s guide to the best producers and best buys, but, most of all, itÃ¢ ¬â„¢s a testament to all the hard work that goes into being a great sommelier.Ã¢ ¬Â•Ã¢ ¬â •Wine & Spirits, December 2010Ã¢ ¬Å“If you or your friends want to read about wine and friendship, learn about the camaraderie of the sommelier profession, and

discover from insiders how to select wine, you must absolutely get Rajat Parr and Jordan McKay's new book, Secrets of the Sommeliers.Ã¢â ¬Â•Ã¢â ¬â •The AtlanticÃ¢â ¬â„¢s Food Channel, 12/20/10Ã¢â ¬Å“No one understands the meaningful details of enjoying wine - and how to communicate them to the public Ã¢â ¬â œ quite like a skilled sommelier, and Rajat Parr, the wine director for Michael Mina's many restaurants, is one of America's best. In his collaboration with journalist Jordan Mackay, Parr manages to pour forth an impressive breadth of wisdom, both practical and esoteric, in a very manageable 200-page gulp illustrated with evocative sepia-toned photos.Ã¢â ¬Â•Ã¢â ¬â •Philadelphia Inquirer, 12/16/10Ã¢â ¬Å“The best wine book to come across my desk in awhile. . . . This intelligent, understated book is a must for any wine lover, budding or educated.Ã¢â ¬Â•Ã¢â ¬â •San Francisco Bay Guardian, Appetite: Delicious giving, 12/3/10Ã¢â ¬Å“Readers will put this book down with a better understanding of their restaurant experience, and may head put to dine with a little less fear of the sommelier. And while we don't typically dine at home the way we do in restaurants, our own wine choices as Ã¢â ¬Ëœhome sommeliersÃ¢â ¬â„¢ will be better informed from this book.Ã¢â ¬Â•Ã¢â ¬â •WashingtonPost.com, All We Can Eat blog, 12/2/10Ã¢â ¬Å“Parr and MackayÃ¢â ¬â„¢s handbook for aspiring sommeliers is, unexpectedly, one of the most user-friendly manuals for the wine-curious to come along. . . . ThatÃ¢â ¬â„¢s because its subject isnÃ¢â ¬â„¢t really wineÃ¢â ¬â •itÃ¢â ¬â„¢s how to master the practical application of wine to every-day life. Everything in the book (especially the candid anecdotes from wine masters) illuminates an aspect of tasting, buying, pairing, or pouring. And insider tips not covered in more encyclopedic tomes, such as how to recognize boutique Ã¢â ¬Å“growerÃ¢â ¬Â• champagnes just from the label, are guaranteed to boost your wine ego after a single read.Ã¢â ¬Â• Ã¢â ¬â •San Francisco magazine, November 2010Ã¢â ¬Å“A new take to the omnibus-guide genre. Ã¢â ¬ËœSecretsÃ¢â ¬â„¢ harnesses Parr's immense pool of knowledge and observations from the nation's top wine directors for a pointed, thoughtful take on the essentials of wine.Ã¢â ¬Â•Ã¢â ¬â •San Francisco Chronicle, 11/28/10Ã¢â ¬Å“For the advanced wine geek, this book will become a bible. . . . If you're not thinking like a sommelier now you will be by book's end.Ã¢â ¬Â•Ã¢â ¬â •San Jose Mercury News, Holiday Gift Guide for Foodies, 11/24/10"A good gift for the wine-obsessed." Ã¢â ¬â •S. Irene Virbila, L.A. Times Daily Dish blog, 11/15/10Ã¢â ¬Å“Ã¢â ¬ËœSecretsÃ¢â ¬â„¢ performs the invaluable task of mining not only Parr's brain but also the expertise of many Bay Area sommelierati for a very focused take on how to choose wine, understand a wine list and buy with a savvy eye. Ã Â . . .It provides an inside track that's so often missing from most buying guides' neutral tone.Ã¢â ¬Â•Ã¢â ¬â •San Francisco Chronicle, 11/7/10 "Oenophiles on any level could learn from this exploration into the inside world of

wine and the people who present it." Ã¢â ¬â •Gayot.com, 11/1/10 Ã¢â ¬Å“Parr, director of wine for Michael Mina's restaurants, and San Francisco-based writer Jordan Mackay have penned an indispensable tool. Not simply a peek into the mind of Parr and his wine-loving compatriots, the book is full of useful tips.Ã¢â ¬Â•Ã¢â ¬â •Tasting Table SF, 10/19/10"Whether your aspiration is to become a world class sommelier, or simply to find a better bottle of Burgundy, this is a must-have book for any passionate wine consumer."Ã¢â ¬â •Jon Troutman, Corkd.com, 10/19/10Ã¢â ¬Å“Let me say that this is a fascinating look at a world of after-hours tastings and tenacious debates, at the wines that many sommeliers care most about, and at restaurant service from an insiderÃ¢â ¬â„¢s view. We meet many unusual and charismatic personalities, not least of whom is Mr. Parr, whose journey from a childhood in Calcutta to the highest level of American wine culture is testimony to energy, talent and hard work. And, in the tradition of the best sommeliers, useful lessons and tips are conveyed painlessly and entertainingly.Ã¢â ¬Â•Ã¢â ¬â •Eric Asimov, New York Times DinerÃ¢â ¬â„¢s Journal, 10/5/10"It's a comprehensive book that's perfect for any oenophileÃ¢â ¬â •or anybody wanting to become one."Ã¢â ¬â •CondÃƒÂ© Nast Traveler, Moveable Feast blog, 8/6/10

RAJAT PARR is the wine director of the 17-restaurant Mina Group, which includes properties in Las Vegas, Los Angeles, Miami, and Washington, DC. His program at the flagship restaurant in San Francisco holds a Wine Spectator Grand Award.JORDAN MACKAY is the wine-and-spirits editor of 7x7 magazine and the author of Passion for Pinot. He is a regular contributor to the New York Times and has written for Food & Wine, Gourmet, and Decanter.

Well written coverage of all essentials to kick start a foray into serious wine buying and selling. The parts on blind tasting are impressive but I cannot imagine ever nailing a premium label right down to the nearest village. Not farfetched but it must have required zillions of tastings. I can appreciate the book as some of the obscure names are already known. I would recommend to someone who already has basic wine appreciation. Switzerland was not covered, why?

Informative and fascinating stories. A must read for the wine enthusiast filled with numerous references for various topics. Enjoy with a glass of wine in hand!

Let's start with the worst part of this book: the title. I had to hold my nose and buy it despite the horrible do it yourself, self improvement/self congratulatory vibe of that clumsy moniker. But don't let

that keep you from buying this informative and entertaining book, whether you are in the wine trade, a serious amateur, or just a wanna be.Ed Anderson’s excellent photography is one of the draws. There are some really stunning portraits of Dominique Lafon, Jean-Marc Roulot, Freddy Mugnier, Etienne de Montille and others.Another plus is the collection of biographical sketches of a number of high profile sommeliers -- Larry Stone, Rajat Parr, Daniel Johnnes, Kevin Zraly and others. It’s always interesting to read how other people found their true calling.But the most valuable part of the book is the common sense advice about buying wine, where to find it, and how to cellar and serve it; along with insights into the day to day joys, trials and tribulations of the folks who serve the stuff up in tony restaurants across the land. There are brief profiles of the great wine grapes and the best examples of each -- pinot noir, cabernet, merlot, cabernet franc, and so on. A discussion of the pros and cons of buying wine at auction, and how to find the best deals by avoiding the ’blue chip’ names and vintages and using your wine knowledge to get value for money. A discussion of wine and food matching. How to pick your way through a restaurant wine list to find the hidden treasures to be found in just about every good list.A number of reviewers here appear offended that the book strongly emphasizes the wines of Burgundy. If that bothers you, I suppose you should stay away. If that emphasis doesn’t trouble you, or if it might even be a draw, as it is for me, then by all means pick up a copy.It’s a fun ride. Well worth reading. And apparently I’m not alone in that view - this just won a James Beard Foundation award for one of the best food and wine books of the year.

with a son in this somewhat arcane profession, this book provided insights intothe complexity of this art. Rajat Parr shares his passion effectively with those of uson the outskirtrs of this very small fraternity. Written with clarity, plenty of "insider tips"the book has helped us "keep up" on some level as dedicated devotees of the grape!

Though at times I thought the approach to wine seemed a little hipsterish (i.e only great if it is from an obscure producer), this book was an enjoyable fast paced read that will reinforce and motivate any person truly interested in wine as a career. I thought they put the master sommeliers on a pedestal without intimidating those who may aspire to reach that level.

I was hesitant to read because of some neg reviews. But my daughter encouraged me and I found it very enjoyable. The negative reviews now seem like they were simply from jealous, negative people.

This book by Rajat Parr gives lots of insights on how sommeliers think - which are also invaluable for amateur wine lovers.

Great Book, so much information and the man is an encyclopedia of Burgundy, this is a great mix of academic wine reading mixed with entertaining stories and philosophies about wine buying. Exceptional reading.

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