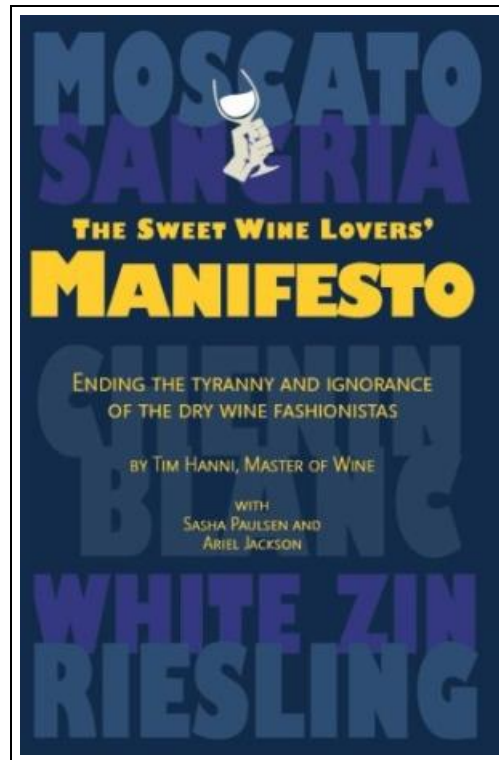


## The Sweet Wine Lovers Manifesto: Ending the tyranny of the dry wine fashionistas



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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 146 pages. Dimensions: 8.5in. x 5.5in. x 0.3in. No one wine suits all people all the time, and its time to remove stigmas and free ourselves of the absurd and arcane wine and food messages that are inundating and intimidating wine consumers around the world. Its time to disrupt the often fallacious information that is accepted as conventional wisdom in the wine community today. In The Sweet Wine Lovers Manifesto, we'll look at many of these misconceptions, including the highly popular myths of food and wine pairing. The starting point, however, is understanding why you like (or don't like) certain wines. (Hey, that is almost the title of my first book, Why You Like the Wines You Like). I've spent my life studying gastronomy, wine, and wine consumers all over the globe. Central to my work is research on our vast differences in sensory perception. This has led me to form my theory of Vinotypes: four different groups of people with distinctively different sensory sensitivity levels, which turn out to be the result of both physiological and psychological factors, beginning with palatal sensitivity. In the words of Dr. Linda Bartoshuk, a leading researcher in the phenomenon of individual perceptual capacities, We all live in different sensory worlds. Discovering your own level of sensitivity may explain many preferences, attitudes, and behaviors about yourself that go far beyond wine: what brand and roast level of coffee you prefer, the hoppiness of beer you like best, why you spend hours choosing sheets that feel just right, why you have to cut the labels out of clothes, or maybe even why you prefer to wear your underwear inside out. As we go to print with this book, we are beginning to look...



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