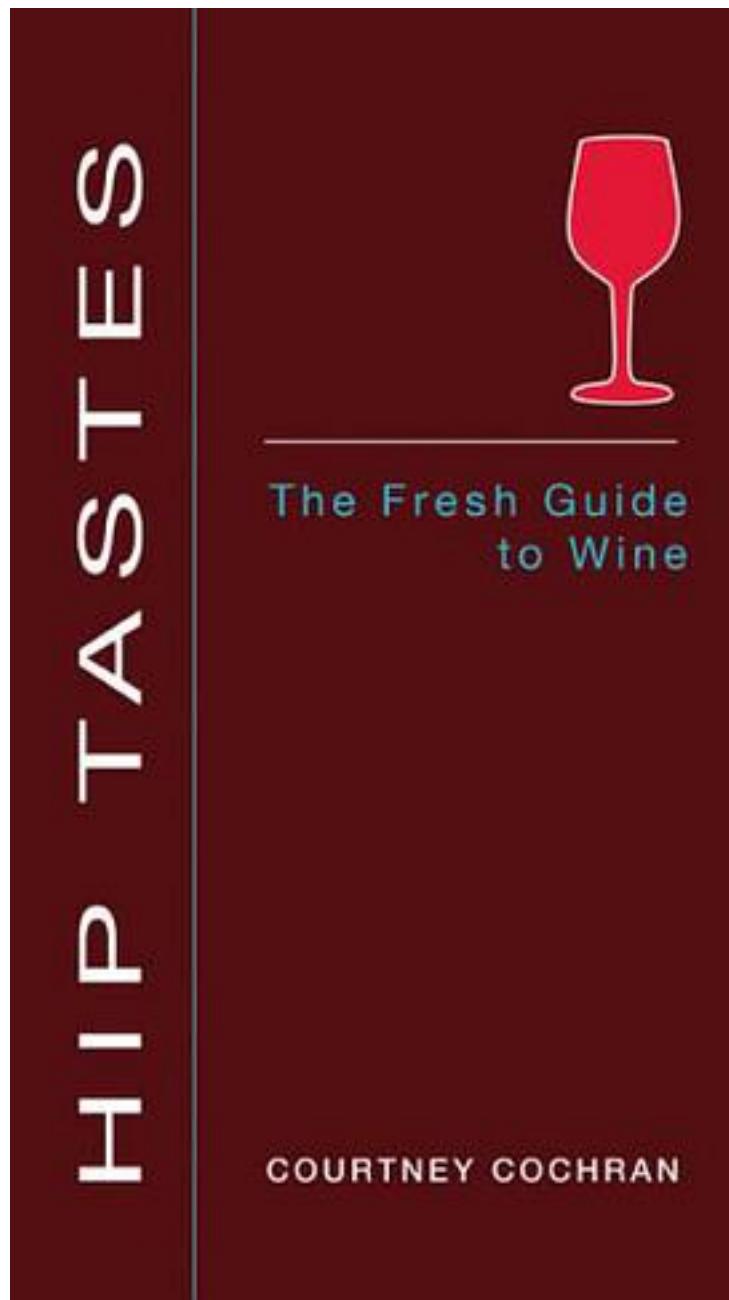


Hip Tastes



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Looking for a way to up your wine IQ in just a few sips? Courtney Cochran's Hip Tastes is the only guide you'll need.

Welcome to wine education with a fresh spin. No mammoth encyclopedias, just simple, hip tips that will help you navigate the world of wine quickly and with confidence. Here, Cochran brings you up to speed on the basics every budding enthusiast needs to know—from vintages and varieties, to shopping, serving, storing and—most importantly—tasting wine. She also offers candid shortcuts to help you enjoy wine like a pro including:

- Surefire techniques for not getting ripped off in restaurants
- Complete food pairing guides for simple flavors and more difficult foods—including sushi, salads, pizza, and bbq
- Label-reading essentials
- Phonetic tips for difficult-to-pronounce wine terms
- Must-have wine gear
- Best crowd-pleasing party wines
- Recommended producers in the hottest wine-making regions throughout the world, and much more

A go-to guide for everyday drinking at home, in restaurants, and anywhere else wine is found, Hip Tastes is for passionate wine novices everywhere. It proves anyone can enjoy drinking, serving, and talking intelligently about great wine. Cheers to that.

Courtney Cochran is a certified sommelier and founder of forward-thinking wine businesses Your Personal Sommelier™ and HIP TASTES Events™ in San Francisco. When she's not entertaining private and corporate clients as a private sommelier, she enthusiastically caters to wine enthusiasts in San Francisco nightclubs and bars with her popular HIP TASTES Events™ wine tastings. C Magazine called Cochran "San Francisco's Most Wanted Wine Guru" and she has been profiled in Vogue.

作者介绍:

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