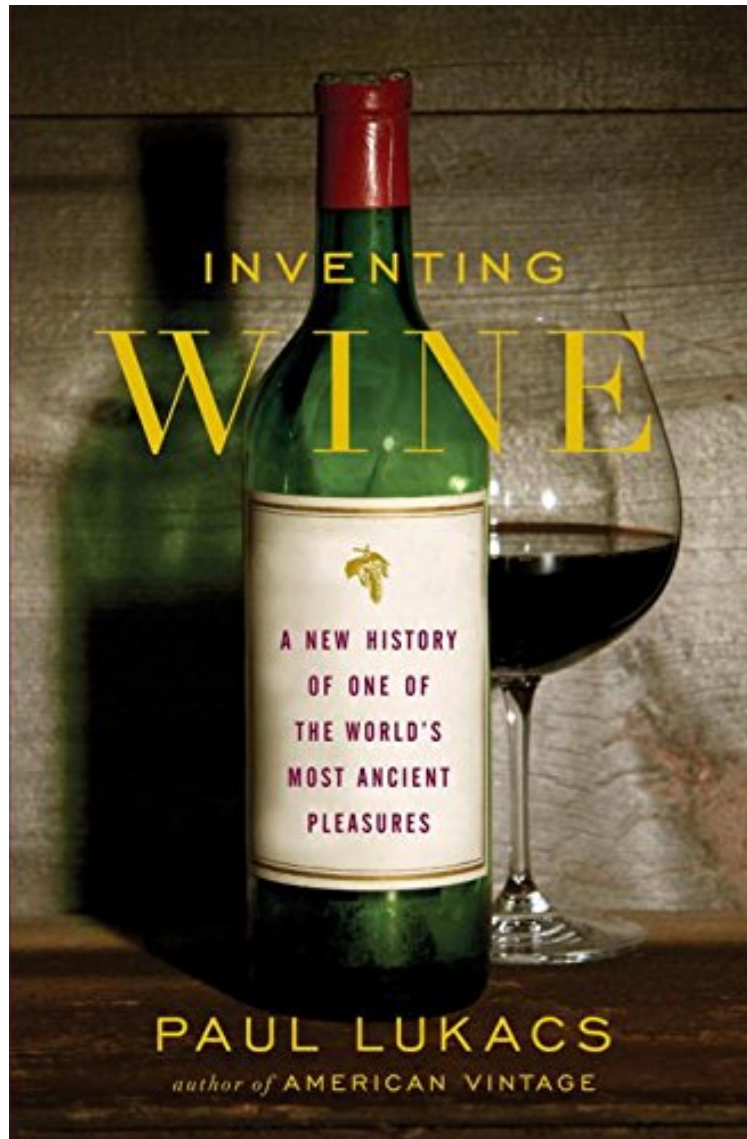


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# Inventing Wine: A New History of One of the World's Most Ancient Pleasures

*Paul Lukacs*

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**Paul Lukacs : Inventing Wine: A New History of One of the World's Most Ancient Pleasures** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inventing Wine: A New History of One of the World's Most Ancient Pleasures:

7 of 7 people found the following review helpful. Terrific, never boring and so very thoroughly written about. By Kindle Customer I can't praise this book enough. I have worked in the industry at the winery level and at the retail

professional level. The insights offered here are expressed so reverently and methodically that I never tired of the wonderful prose. The historical research on display here is ample but not excessive and it never overwhelms the reader. What I most loved about this book was the power that it had to make me think and reflect on something I also truly love in more expanded ways. Loved this book and so will many others. Recommend without hesitation. If you love wine, you will love this. Cheers to the author!

0 of 0 people found the following review helpful. For those who read

By ROY A WISE This is a fine history of the evolution of fine wine. It is not a do-it-yourself book and it is not a book of ratings and recommendations. It is not a book about the technology of modern wine-making, though this is part of the story. It is a history book. It traces the history of wine from its accidental discovery (more likely by birds or perhaps elephants than by humans), through its attribution to the gods, its secular use as a disinfectant of fouled drinking water, to its development as a symbol of status and gustatory sophistication. Wine is unique among addictive substances in that it was not invented by plants to discourage consumption by (to poison) herbivores; rather, it was the by-product of the sweet tasting fruits that were invented by plants to encourage animals to consume and spread their seeds far and wide. Lukacs follows it through centuries of widespread use despite poor taste and pragmatic usage and explains how it came to be bred for finer qualities than those that marked its use as a disinfectant or an escape from drudgery. This is a scholarly book, the work of a professor, a book that traces the progress of what was for centuries a medicinal additive to drinking water to its current status as an object of artistry. It brings the topic thoughtfully to present times, explaining how the current appreciation of lush, full, fruity, "flamboyant" wines came to gain market share over thinner wines that were earlier appreciated for balance, subtlety, freshness, and traces of terroir. The book is fresh, balanced, subtle--not flamboyant or a speed-read-- and I would suggest that those found it boring and repetitive have not read it with the care and appreciation it deserves.

1 of 1 people found the following review helpful. labored and painful to read

By Wayne E. Ballentine The book is redundant, labored and painful to read. The good news is that it is thorough, informative and well researched. A good editor could have made it better.

The story of how wine, as enjoyed by millions of people today, came to be. Drinking wine can be traced back 8,000 years, yet the wines we drink today are radically different from those made in earlier eras. While its basic chemistry remains largely the same, wine's social roles have changed fundamentally, being invented and reinvented many times over many centuries. In *Inventing Wine*, Paul Lukacs tells the enticing story of wine's transformation from a source of spiritual and bodily nourishment to a foodstuff valued for the wide array of pleasures it can provide. He chronicles how the prototypes of contemporary wines first emerged when people began to have options of what to drink, and he demonstrates that people selected wine for dramatically different reasons than those expressed when doing so was a necessity rather than a choice. During wine's long history, men and women imbued wine with different cultural meanings and invented different cultural roles for it to play. The power of such invention belonged both to those drinking wine and to those producing it. These included tastemakers like the medieval Cistercian monks of Burgundy who first thought of place as an important aspect of wine's identity; nineteenth-century writers such as Grimod de la Reyniere and Cyrus Redding who strived to give wine a rarefied aesthetic status; scientists like Louis Pasteur and Emile Peynaud who worked to help winemakers take more control over their craft; and a host of visionary vintners who aimed to produce better, more distinctive-tasting wines, eventually bringing high-quality wine to consumers around the globe. By charting the changes in both wine's appreciation and its production, Lukacs offers a fascinating new way to look at the present as well as the past.

From Booklist Because of the similarity of wine's color to that of blood, the ancients regarded wine as sacred, a gift of the gods. Until the introduction of scientific management to winemaking, wine's creation and manufacture continued to have an aura of mystery. Some batches turned out well; others spoiled or took on unpleasant aromas and flavors. Such unpredictability did not hinder a very early worldwide trade in good wine around the Mediterranean basin. Until Pasteur showed how yeasts fed on sugars and produced carbon dioxide and alcohol, only really experienced and adept vintners could forecast outcomes. In highly readable prose, Lukacs tells the story of winemaking's worldwide history, recounting such ever-fascinating stories as the discovery of champagne and the creation of phenomenally unctuous and costly wines from what appear to be overripe, rotten grapes. And no history of wine would be complete without reference to America's misguided rejection of wine in Prohibition. --Mark Knoblauch "Rather than an eternal cultural verity, wine is the product of innovative discontinuities, according to this flavorful history.... [Lukacs's] absorbing treatise shows just how much the grape's bounty owes to human ingenuity and imagination." - Publishers Weekly "Noted American oenophile Lukacs tells the story of wine over eight millenniums and around the globe. Themes of interest to oenophiles, from wine's longtime disrepute in North America to England's love affair with Bordeaux, and fascinating details--for instance, the unearthing of 26 casks of wine in King Tut's tomb--heighten the pleasure of this engrossing narrative. A richly readable and authoritative addition to the literature of wine." - Kirkus "In highly readable prose, Lukacs tells the story of winemaking's worldwide history, recounting such ever-fascinating stories as the discovery of champagne and the creation of phenomenally unctuous and costly wines from what appear to be overripe, rotten

grapes.” - Booklist”Just when it seemed that there was nothing new to be said about wine, Paul Lukacs tells an intriguing and original tale that is thoroughly enjoyable reading.” - Mark Kurlansky, author of *Birdseye: The Adventures of a Curious Man* and *Salt: A World History*”Inventing Wine makes us grateful as wine lovers that we are living in the second golden age of wine, when the quality and choices far exceed anything possible before.” - Paul Jameson, *New York Journal of Books*”Paul Lukacs’s *Inventing Wine* focuses on how the perception of wine has changed over time, through wars, revolution, prosperity and deprivation. ... *Inventing Wine* is broader and more ambitious in scope than his previous books, looking at how wine and Western civilization grew up together.” - Dave McIntyre, *Washington Post*”About the Author”Paul Lukacs is the author of *American Vintage* and *The Great Wines of America*. A James Beard, Cliquot, and IACP award winner, he has been writing about wine and its cultural contexts for nearly twenty years. He is a professor of English at Loyola University of Maryland, where he directs the University’s Center for the Humanities. He lives in Baltimore.