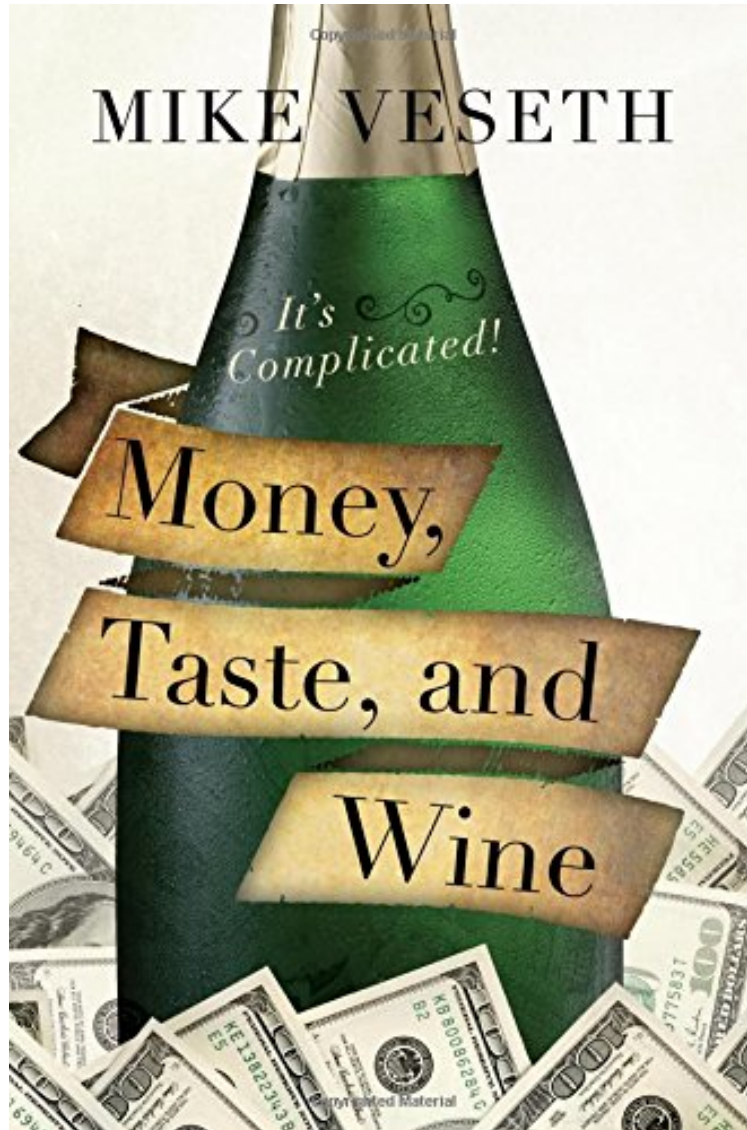


(Free read ebook) Money, Taste, and Wine: It's Complicated!

Money, Taste, and Wine: It's Complicated!

Mike Veseth

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#1171790 in Books Veseth Mike 2015-08-04Original language:EnglishPDF # 1 9.27 x .82 x 6.331, .0 #File Name: 1442234636208 pagesMoney Taste and Wine It s Complicated | File size: 71.Mb

Mike Veseth : Money, Taste, and Wine: It's Complicated! before purchasing it in order to gage whether or not it would be worth my time, and all praised Money, Taste, and Wine: It's Complicated!:

0 of 0 people found the following review helpful. Excellent resource and excellent read for wine lovers of all budgets.By Jim ThomssenMike Veseth combines enology and economics in the same space. He points out the conundrums we all face walking down the wine aisle or reading down a restaurant wine list. It is complicated but this book does help you learn a bit more about yourself and why you like what you like. It also could save you buckets of

money on your next trip to the wine shop. What makes a "Goats do Rome" different from a "Cote du Rhone", Mike will walk you through it. His approachable style is much less textbook and more relaxed. A perfect read going into the Christmas wine gifting season. 1 of 1 people found the following review helpful. Great! By Bob from Michigan I'm a wine guy, not really an economics guy. But this book is written in a way that's easy for even an economics novice can understand. Very interesting! 0 of 0 people found the following review helpful. The whole premise seems strained. By Customer A bit rambling with a weak writing style. Not worth spending any time reading this.

"It's complicated" That's a simple way to describe the sort of relationship that seemingly defies simple explanations. Like a love triangle, money, taste, and wine are caught in a complicated relationship affecting every aspect of the wine industry and wine enthusiast experience. As wine economist and best-selling author Mike Veseth peels back the layers of the money-taste-wine story, he discovers the wine buyer's biggest mistake (which is to confuse money and taste) and learns how to avoid it, sips and swirls dump bucket wines and Treasure Island wines, and toasts anything but Champagne. He bulks up with big-bag, big-box wines and realizes that sometimes the best wine is really a beer. Along the way he questions wine's identity crisis, looks down his nose at wine snobs and cheese bores, follows the money, surveys the restaurant war battleground, and imagines wines that even money cannot buy before concluding that money, taste, and wine might have a complicated relationship but sometimes they have the power to change the world. His engaging and enlightening book will surprise, inform, inspire, and delight anyone with an interest in wine's or complicated relationships.

The more it costs, the better the wine. That is the most common mistake made by wine buyers, according to Veseth, author of *Wine Wars* (2011) and blogger for *Wine Economist*. Veseth brings his love of wine and knowledge of economics to bear in this thoroughly enjoyable examination of how to satisfy the wine palate and the wallet. Perceptions of wine come from context and expectations, such as the occasion and the location. Palates are confused by labels, fancy wine-tasting venues, even placement on the store shelf. Veseth details the economics of winemaking as well as the psychology behind the wine market from the perspectives of the winemakers, the wine consumers, and investors and the connection between perceptions of quality and price. Drawing cultural references from movies and books, he debunks wine snobbery and offers advice on choosing based on personal tastes and finding treasures in wine stores, supermarkets, and big-box retailers. This is a humorous, engaging, and commonsense look at the tricky triangulation between money, taste, and wine. (Booklist) Everyone knows stories about people who prefer a bottle of swill to a \$1,000 wine or a blindfolded aficionado waxing poetic about an old Bordeaux that turns out to be a warm white Burgundy. Wine economist Veseth takes readers on an entertaining romp through the wine world, which often bucks common economic theory. Veseth warns readers "not [to] expect this to be a linear journey." The book's 14 chapters are organized into four sections: "Buyer Beware," which examines the disconnect between price and quality; "Get a Clue! Searching for Buried Treasures," on where values lie; "A Rose is a Rose, Is a Rose? Money, Taste, and Identity," about labeling and identity; and "What Money Can (and Can't) Buy," on extrinsic value, sales, restaurants, perception, and much more. The book is readable and packed with corny humor. Endnotes and an index may appease scholars, but the book is really pitched to general readers and consumers looking for deals. . . . Summing Up: Recommended. General readers, professionals. (CHOICE) Of all the wine blogs in the wide, wide blogosphere, one that I look forward to reading the most is Mike Veseth's *Wine Economist*. There's nothing else quite like it—a blend of economic insight . . . and often irreverent winespeak. (Lettie Teague *The Wall Street Journal*) Veseth writes about how the complicated relationship between money, taste and wine runs the wine industry. He peels away layers to reveal the wine lover's biggest mistake: confusing money and taste. (Seattle Times) Mike Veseth appears to be on a mission . . . in discussing aspects of the wine world in a language ordinary mortals can understand. . . . He is so adept at making complex issues fun and accessible. This book should appeal to wine consumers and professionals intrigued to understand more about the issues behind the product itself. (Harpers Wine Spirit) "A caffeinated writing style [and] catchy themes...make the book a quick and lively read." (Wine Spectator) *Money, Taste, and Wine* is a great read: entertaining, informative, and heartfelt. Like *Wine Wars* it is packed with economic and historic insights into the world of wine. At times I found myself laughing out loud and also reaching for my notebook to jot down facts and add (wine and non-wine) books to my reading list. (Caro Feely, *Feely Wines and French Wine Adventures*) Written in Mike Veseth's inimitable style, *Money, Taste, and Wine* goes down as easily as the finest pinot, will make you laugh, and will fatten your wallet. If you've ever suspected that wine's pricing is rigged, fumed at stratospheric restaurant tariffs, or want to be amazed at how the revolution in global trade has affected your favorite drink, then look no further than this book. A must for any consumer of the fruit of the vine. (William Bernstein, author of *Birth of Plenty*, *A Splendid Exchange*, and *Masters of the World*) With his usual wit, wisdom, and whimsy, the ebullient Mike Veseth (aka *The Wine Economist*) unravels the complexities of what he calls the "unhealthy love triangle of money, taste, and wine." For anyone with taste who is remotely interested in discovering hidden, undervalued vinous treasures and willing to learn a little about themselves along the way, this insightful book is a must read. Having

fought the good fight in *Wine Wars* and tickled the imagination in *Extreme Wine*, Mike Veseth's insights into the vexed relationship between Money, Taste, and Wine could be subtitled "choose your wine and those you share it with carefully." (Michael Hince, *HinceOnWine*, Australia) I laughed out loud reading Mike Veseth's *Money, Taste, and Wine*. He has such a humorous and down-to-earth style when writing about wine, and his new book involves hilarious romps through supermarket aisles, restaurants, and discount stores to find a good deal on wine. It also has its serious points, providing invaluable information for wine lovers in analyzing their own palates and expectations. A definite read for all wine enthusiasts, wine students, and wine newbies. (Liz Thach, Master of Wine, Professor of Wine Business Management, Sonoma State University) Mike has the unique ability to look at wine differently and discover facts beyond the mythology. In this fascinating book, he gives the poor consumer overwhelmed by choice and myth an eye-opening look at wine. (Paul Cluver, *Paul Cluver Wines*, South Africa) In *Money, Taste, and Wine*, preeminent wine economist Mike Veseth teaches us how to be a rational, informed wine consumer by better understanding available wine choices, personal tastes and preferences, and common wine buying mistakes. Along the way, he provides fascinating insights into the workings of the wine industry in a fun and interesting way with his engaging and provocative writing style. A must read for anyone who drinks wine or has an interest in the wine market. (James Thornton, Eastern Michigan University, author of *American Wine Economics*) A remarkable blend of research, history, and examples straight from the heart of a genuine explorer makes this book a must read. Mike skillfully walks his readers through the multifaceted relationship of money, taste, and wine and leads them to a smart, optimistic, and enjoyable conclusion. A perfect fit for those who thirst for more. (Evy Gozali, CEO of Sababay Winery, Bali, Indonesia) "It's complicated!" As wine economist and best-selling author Mike Veseth peels away layer after layer of the money-taste-wine relationship he discovers the wine buyer's biggest mistake (which is to confuse money and taste) and learns how to avoid it, sips and swirls dump bucket wines and Treasure Island wines, realizes that sometimes the best wine is a beer, enlists in the "restaurant wars" and toasts anything but Champagne. His engaging and enlightening book will surprise, inform, inspire, and delight wine lovers everywhere.

About the Author Mike Veseth is an economist specializing in global wine markets. He is editor of the award-winning blog *The Wine Economist* and author of a dozen books, including *Wine Wars* (2011), which examined three powerful forces shaping the world wine map (the curse of the Blue Nun, the miracle of Two Buck Chuck, and the revenge of the terroirists), and *Extreme Wine* (2013), which circles the globe in search of the best, worst, cheapest, most insanely expensive, and generally most outrageous wines. Mike is professor emeritus of international political economy at the University of Puget Sound. He's currently working on his next book, *Around the World in Eighty Wines*, when he isn't actually traveling around the world with his wife, Sue; speaking to wine industry groups; and looking for great wines and great wine stories.