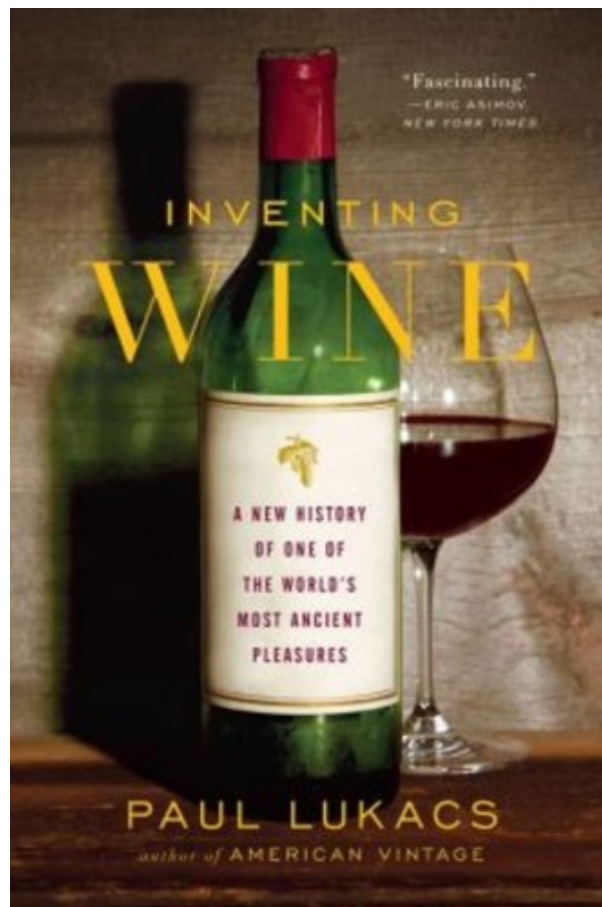
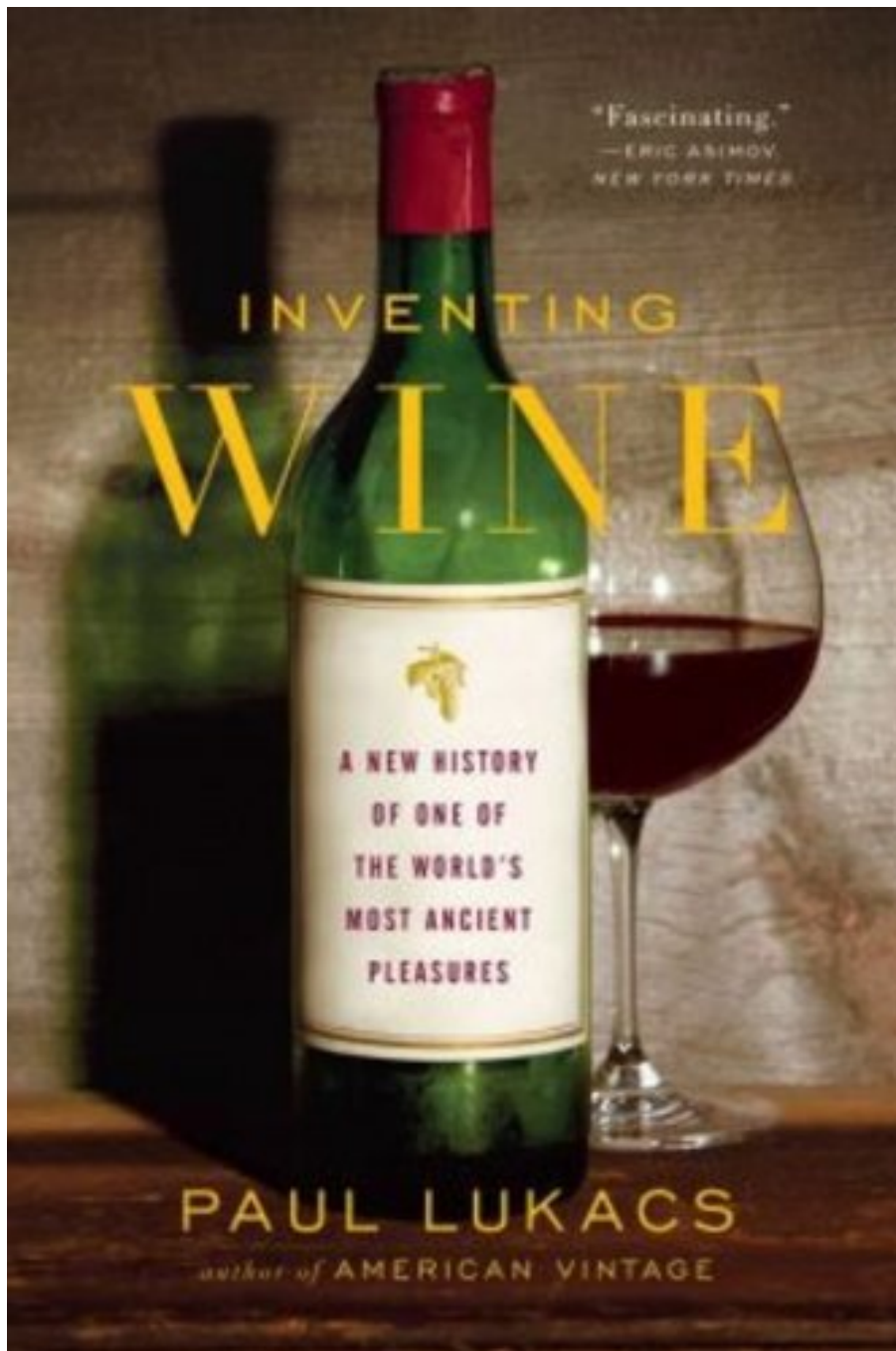


INVENTING WINE: A NEW HISTORY OF ONE OF THE WORLD'S MOST ANCIENT PLEASURES BY PAUL LUKACS



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By checking out *Inventing Wine: A New History Of One Of The World's Most Ancient Pleasures By Paul Lukacs*, you could understand the expertise and also things more, not only regarding what you receive from people to individuals. Book *Inventing Wine: A New History Of One Of The World's Most Ancient Pleasures By Paul Lukacs* will be much more relied on. As this *Inventing Wine: A New History Of One Of The World's Most Ancient Pleasures By Paul Lukacs*, it will truly provide you the good idea to be effective. It is not only for you to be success in particular life; you can be successful in everything. The success can be started by understanding the standard knowledge and also do actions.

From Booklist

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Review

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"Lukacs, well aware that his subject is often clouded with pretense, writes with an eye for pungent detail." (The New Yorker)

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"Meticulously researched history...look[s] at how wine and Western civilization grew up together." ?Dave McIntyre, Washington Post

Because science and technology have opened new avenues for vintners, our taste in wine has grown ever more diverse. Wine is now the subject of careful chemistry and global demand. Paul Lukacs recounts the journey of wine through history?how wine acquired its social cachet, how vintners discovered the twin importance of place and grape, and how a basic need evolved into a realm of choice.

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29 of 34 people found the following review helpful.

"A FASCINATING JOURNEY THROUGH THE HISTORY OF WINE!"

By Author/Reviewer Geri Ahearn

Paul Lukacs takes the reader on a fascinating journey of how wine was created and its symbolic meaning across the globe, from ancient time to the modern era. The author tells an amazing story of scientific findings of the influence of wine from the past to the present, the reasons why millions of people choose it, its role in culture, and much more. The history of wine recounts the discovery of champagne, the flavor of wine, and its uses throughout the world. The creation of wine began as a mystery as the ancients regarded wine as sacred, a gift from the Gods to winemaking by the experts worldwide. An invention that began with over-ripe rotten grapes to its role in humanity. Paul Lukacs describes the meaning of wine, and why millions of consumers love it. We learn about the distinctive tasting wines, and the reasons for necessity across the globe. The identity of wine and the power of invention in relation to appreciation and production is remarkable. In addition, the taste of contemporary wines versus wines from earlier eras recounts the reasons behind its basic need. The author highlights a new way to view modern day wine as well as its meaningful history of the past. Included in this presentation also explains the difference between social and industrial values since the creation of wine from one generation to another. As we are taken through winemaking across the globe, we learn about the literature of wine, and its place in the world. Interesting, engrossing, and highly recommended!

5 of 5 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!

3 of 3 people found the following review helpful.

A useful history but...

By D. Wolf

The book addresses the entire history of wine from its pre-commercial uses through the current global marketing and mass production of today. Unlike books such as "Salt," Inventing Wine does not really explore the importance of wine after ancient historical era. Given its persistence and evolution over the centuries, a history of wine should include a more thorough discussion of why its cultural appeal grew over the last 2 centuries. In short, Lukacs weak explanation is that through technology, winemakers were able to make a product that didn't taste bad anymore. He hints at how the top vintners created a tradition to support their efforts to sell their wine, but he doesn't explore this important concept.

As other reviewers note, the book is frightfully repetitive. Wine's long history of having a very short shelf life could have been much briefer and replaced with more expansive narrative about its economic role or its role in promoting cross-cultural commerce.

While the book provides a considerable amount of interesting facts, particularly about wine's role in early religions, what is most disappointing about the book, is its lack of charm. It's like a dry tannic wine. You can drink it, get a little buzz, but not really enjoy the experience. Wine is meant to bring pleasure. A book about it, should strive for the same.

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