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ON WINE

<http://blogs.wsj.com/wine/2010/11/03/two-new-wine-books-for-the-neophyte-and-for-the-geek/>

## Two New Wine Books, for the Neophyte and for the Geek

By JAY MCINERNEY

Two recently published wine books address opposite ends of the enthusiast spectrum; Mark Oldman's *Brave New World of Wine* is an excellent primer and introduction to the world of fine wine, the perfect book for someone who's just caught the bug, or would like to. Allen Meadows' *Pearl of the Cote: The Great Wines of Vosne-Romanée* is required reading for serious burghounds and aficionados of the great wines of the Cote d'Or.



Oldman is an entertainer/lecturer who writes about wine for *Everyday with Rachel Ray* and is the lead judge on PBS's *The Winemakers*. I confess I've never picked up the magazine or seen the show, but I liked his last book, Oldman's *Guide to Outsmarting Wine*.

This follow up is equally informative and entertaining. Oldman knows his stuff, but he also enlists an army of chefs, winemakers, sommeliers and celebrities to help him demystify the subject. Who knew Hilary Swank was a wine buff? Or Gavin Rossdale? The idea seems to be: 'share the secrets of those in the know (including me.)'

Oldman's breezy, literate prose and his facility with pop culture metaphors makes for easy reading. Among a number of memorable phrases here, I particularly liked his description of Priorat—the powerful, minerally red from Spain—as 'Unslim Slatey.' Short chapters take you from the light whites to the big bad reds, and his graphs charting the "adventure factor" against price may prove useful to new enthusiasts.