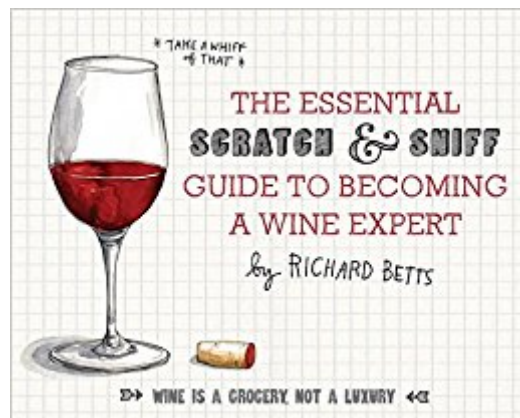




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The Essential Scratch And Sniff Guide To Becoming A Wine Expert: Take A Whiff Of That



Synopsis

Richard Betts is one of fewer than two hundred master sommeliers in the world, but he's no wine snob and he hates wine-speak. In the first book of its kind, he helps readers scratch and sniff their way to expertise by introducing the basic components of wine—the fruits, the wood, the earth—enabling anyone to discover the difference between a Syrah and a Sangiovese and get the glass they love every time. Humorously illustrated, with 16 scents, this irresistible gift puts the fun back in wine fundamentals.

Book Information

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Customer Reviews

A Look Inside Essential Scratch and Sniff [Click here for a larger image](#) [Click here for a larger image](#)

"Smart, fun, enlightening, and refreshingly free of snobbery." —Real Simple "The master sommelier Richard Betts's clever new scratch-and-sniff book is likely to broaden the novice's appreciation of wine, explaining how aromas relate to different varietals.... A useful chart that ties bouquets to wines is tucked inside." —Florence Fabricant for The New York Times "Fiendishly clever." —Food & Wine

A scratch and sniff guide to wine? Really? It seemed like a silly concept at first. Then I thought about how many times I have heard other drinkers talking about what they smell in their glasses

while I felt a little left out. This book instantly made me smarter about wine. From identifying the range of fruits in the nose to understanding more about how the wood barrels and the dirt affect the scent, I learned so much. In the back is a fold out map to understand the smells of the entire wine world. You start in the middle and "sniff" your way out to the edge learning how to identify the types of wine you like most. I love this book. Keeping it close by as I open more bottles and definitely picking up copies for friends. Highly recommend.

This book is a delight! It has lovely illustrations, the scents are cool, and it does a good job of presenting basic facts about wine to help readers understand the wine jargon you hear all the time but never understand. The best part, however, is the foldout "map of the wine world." It separates wines out into categories like type of fruit, oakiness, earthiness, etc. If you know one wine you really like, you can use this map to find others you might like and to learn some of the terminology of why you like that wine, for help in picking out similar wines. Great resource!

Don't waste your time on this book. It is a cute, elementary introduction to some basic odors used to describe wine. It is very limited and only a few pages long. There are about 15 scratch and sniff spots. Most of them produced no odor at all--even the one that is supposed to be bacon. All I could smell was the cardboard smell of the book. Because the book is written by a master sommelier I expected a bit more subtle exploration of the varieties of aromas found in wines. Instead, the book contains only the most basic smells like flowers, fruit, wood, grass, dirt. The examples do not produce enough odor to even enjoy that introduction. I would have preferred a simple list of smells to sample and a more detailed description of how to learn about wine. The scratch and sniff idea is just a gimmick and adds no value at all.

I've had other wine books before but frankly, they were so complicated I needed to pour myself a glass of wine just to keep reading. This funny, engaging and quick scratch and sniff book was fantastic. Who knew a Master Sommelier could (or would) use such a humorous format to share his passion to the masses of us who enjoy wine. This book is enjoyable even after a few drinks. It would be great at a get together with a few good bottles uncorked to educate yourselves with while your reading. Thanks Richard Betts!

My husband and I enjoy our wines. We are trying to learn more about wines and their complexity. This idea behind this book was great. Unfortunately, the scratch and sniff did not work. We knew

when buying this book it was for fun and for that reason I gave it a 3. We did not expect the scratch and sniff to really give us the essential background. The information contained in this book was informative.

After one month past the expected date of delivery the book finally arrived. There were a bunch of price stickers stuck to the cover that I can't peel off without ripping the cover but other than that it's a fun book to read through, way more informational than expected. It even comes with a wine map that charts all the different types of wine!

I gave this book three stars because it's fun for the coffee table or to gift to a fellow wine lover. But don't expect anything more. It's not as enlightening as I hoped for the beginner wine-o, and maybe three of all the scratch and sniff smells actually smell like something.

I bought this gift as a birthday present for my fiancé after we watched the Netflix documentary "Somm" (about Sommeliers), which we both really loved (and which I highly recommend). At the time I presented this gift, I also gave him a bottle of red wine with all the labels covered with tape. I instructed him to study this book, and when he was ready, we could open the wine to see if he could identify it based on his newfound knowledge. He embraced the challenge, studied diligently, and about a week later, decided it was time for the big uncorking. He poured a glass, smelled it, sipped it, and identified it perfectly - down to the region! (I tried to trick him by getting a Cabernet Sauvignon - Shiraz blend, but he still nailed it). Considering he had little to no knowledge of wines before reading this guide, I consider that a big testament to the helpfulness of this book. I would definitely recommend it to anyone interested in increasing their familiarity with the world of wine.

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