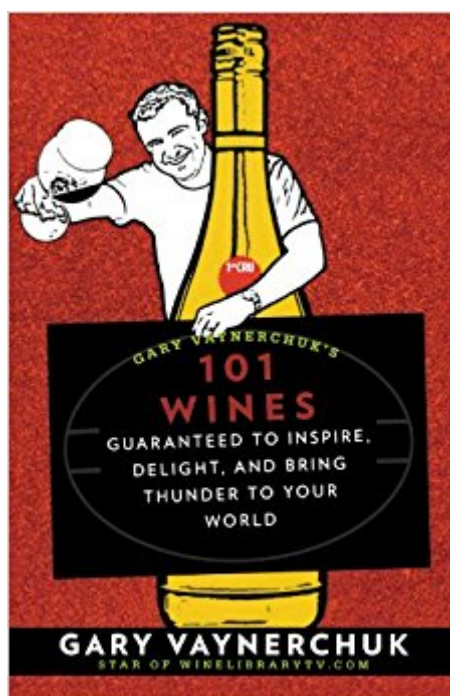


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Gary Vaynerchuk's 101 Wines: Guaranteed To Inspire, Delight, And Bring Thunder To Your World



Synopsis

Millions have logged onto Gary Vaynerchuk's Wine Library TV—watching him boldly and unconventionally rate hundreds of wines. Viewers are attracted to his youthful energy, unique voice, and often outrageous descriptions. Now, in Gary Vaynerchuk's 101 Wines, Vaynerchuk reveals his first ranked list of the most exciting and tantalizing spirits he has sampled while traveling the globe. Deeming himself "the wine guy for the average Joe," Vaynerchuk avoids the pomposity of traditional educators. Unlike wine guides that lack animation and lecture rather than inspire, 101 Wines shows you how to develop the necessary go-drink-wine attitude. Vaynerchuk encourages you to trust your own palate—stressing that your love of a certain wine makes it good regardless of what the experts or the price on the bottle say. Vaynerchuk's recommendations span a wide range of prices, nations, grapes, and styles—allowing everyone from novices to connoisseurs to expand their wine horizons. Unlock the secret to why Vaynerchuk labels wines "From Ruins to Riches," "Red with Fish," and "Not Your Father's Spumante." Discover wines that taste like ones 10 times their price. Read as Vaynerchuk illuminates his top choices with vivid terminology such as "Bring the Thunder" and "Riding the Rainbow." Demystify conventions that once limited your wine-tasting desires. Journey through wine styles and break down barriers with his technical notes and stories behind the vintage. Smile as you realize you too can become a wine aficionado. With your newfound knowledge, you will out-entertain and enlighten your friends, host extraordinary parties and treat your taste buds to an exhilarating ride. So if you are ready to become a "Vayniac"—one devoted to selecting wines based on Vaynerchuk's innovative principles—grab that corkscrew because a wine sampling adventure like no other awaits.

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Customer Reviews

GARY VAYNERCHUK is the Director of Operations at the Wine Library, located in Springfield, NJ. He has appeared on Late Night with Conan O'Brien and Ellen and has been featured in GQ, Men's Health, and the New York Times. He was also the youngest retailer ever to receive Market Watch magazine's prestigious Leader award in 2003, at age 28. He lives in New York City.

These are great wines, and candid reviews. It's not timeless however. The wines come and go. The value is in perspective, Gary gives you a good perspective on what he looks for in great wine, maybe you agree. You have to search for that though; it's not apparent; and not directional on how to approach the future.

Bought it as an introductory book to learn about wine(since it says 101) and it didn't do it. The book is defiantly irrelevant in the present times(most likely you won't find the wines he's suggesting)

Gary Vaynerchuk's book on "101 Wines Guaranteed to Inspire, Delight and Bring Thunder to Your World" generally succeeds. His positive, experimental, idiosyncratic, passionate attitude seeps through every page of the book. Each wine is like a newly discovered vista, a favorite cafe or a potential "best friend". Possibility lurks in every bottle, no matter the maker, vintage, region or label. His expressive use of the English language and all ever experienced smells ("smells like poop"), certainly adds to the book's charms. After reading this book, you'll be more open to new adventures. You'll enjoy each new bottle better. You'll experiment and search for some of his highest rated gems. The author is addictive. His youtube videos provide yet another dimension of the Vaynerchuk experience. My only quibble is that a modest share of the wines are too expensive or produced in too small quantities to be accessible.

I read this book basically at one sitting. The book gives 101 of Gary's wine picks--they vary from white to red, sparkling, dessert, etc. For each wine he imparts a lot of information, both about the grape, the wine and where it is from which could be boring if from another writer. However, Gary makes it fun and interesting to read with his written words sounding almost exactly how he sounds on Wine Library TV. I also liked that he gave suggestions at the back of the book with wines for

specific events. I would recommend this book especially for someone who is just getting into wine as it will be informative, but not boring.

Gary Vaynerchuk's 101 Wines really gives everyone a chance to enjoy wine. I was a little worried Gary would have a tough time translating the energy of his [...] show into a book...But he did it, and he did it well. Take part of Gary's description of the \$44 a bottle Mas de la Barben, Les Calices, 2003: "...I'm listening to my glass and instead of 'snap, crackle, pop,' I hear these lusciously plump berries whispering, 'Gary, you know you want me.' All that fruit is mixed with this taffy-toffee thing and some sticky cough syrup." Ever hear any other wine expert talk about wine like that? In language you can relate to? That's Gary. I also like two other components of the book: First, Gary has little side bars where he tells you about the particular grapes in each wine, and gives you the down low on the regions they're from. Make no mistake about it, Gary knows his shizzle. The second feature of the book that's worth the price itself is Gary's easy to see and scan break down of different wines. Gary has a Top 5 list for Top-Ranked Merlot, Most Expensive Reds, Top-Ranked Dessert Wines, Top-Ranked Fruit Bombs (my wife loves these), many more, and even Best For The Beach. There's a wine for everyone in this book - meaning type and price. Gary's biggest contribution to the wine world is making it fun, and prodding people in a fun way to expand and trust their palate - not any wine critics, including himself. If you're a pretty sharp wine person already, you'll appreciate Gary's amazing list of 101 Wines. If you're a novice (like me), you'll appreciate Gary teaching you about wine, making it fun, and never making you feel like you don't belong. There's so much to Gary's spectacular first book than this review can tell you. You can tell how much effort he put into it. And as a final note, for anyone who's crossed paths with Gary, he's one of the nicest people you would ever expect to meet. And maybe that doesn't mean anything to some people, but I have a feeling that many people like to know they're going on fun little journey with someone who genuinely cares about them. I think in the end, Gary's love for people trumps his love for wine. And maybe that's what makes Gary's book so smooth, so easy, so friendly, and yet so complex on the palate. Enjoy! Mark Fitzpatrick

Gary is right when he says most people are snobby about wine. He connects with your level of wine knowledge (whether you're a seasoned wine drinker or having your very first glass). Great book and really interesting way to outline the content.

Answers to a lot of my questions. Unlike other snooty wine reviews and books, this is for a Plain guy

explanation. Easy read.

As a wine newbie, I have not been able to experience very many different wines so I really did not know what to look for when I started tasting wine. After watching Gary and breezing through this book I think I am beginning to develop an understanding of the complexities of wine, and the fun associated with trying different wine/food pairings and different "weird" wines in general. Growing up I always thought wine to be gross, my thought was why drink fermented Welch's grape juice? Anyways Gary has done a magnificent job making wine accessible to the average person while breaking me of my fermented Welch's belief. I especially like the inclusion of inexpensive wines as I am a college student on a tight budget. Great job Gary, keep bringing the THUNDER!

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