



# The Cynic's Guide to Wine



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<b>Territory</b>	World excluding Australia
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<b>Pages</b>	240 Pages
<b>Illustrations</b>	10 color, 10 b&w
<b>Price</b>	£25.00

- The wine book that tells it like it is, no pretentious language
- The science behind how wine works and why it tastes like it does
- Information is packaged in bite-sized chunks, with helpful text boxes, to make it easy to follow, understand and absorb
- The wine book all wine novices need, not condescending and aimed at a younger audience than most wine books

*"The Cynic's Guide to Wine, by Sunny Hodge... is one of the best wine books I have read in a long while."* — **Yorkshire Post**

*"All in all it's a very useful and enjoyable read..."* — **Life**

*"...if you are remotely curious about the science of wine, this is an excellent guide. I found myself questioning some of my own beliefs, and while I may not be ready to discard them, "The Cynic's Guide to Wine" is a timely reminder of the importance of skepticism in all facets of wine."* — **NY Times**

Much of what is written about wine, whether in wine books, on bottle labels or in the Sunday supplements uses language that gives wine an air of mystery. While compelling and enticing for the consumer this can also lead to confusion regarding the science of wine as well as fear on the part of the inexperienced wine drinker of 'getting wine wrong'. In **The Cynic's Guide to Wine** Sunny Hodge strips wine back to its basic science and unravels the facts behind wine flavours, showing readers a clear path through the verbiage. The text takes in elements of horticulture, soil science, botany and sensory science as well as oenology and is provided in bite-sized chunks aimed at the curious non-scientist. This is a straightforward and eye-opening book for anybody who has ever wanted to question the stories told around wine but was afraid to ask.

- The wine book all novice wine drinkers need: strips away the pretension and explains what really matters when it comes to producing the flavours in your glass of wine.
- Questions many of the things we take for granted when it comes to wine, from terroir to the science of wine making.
- Author is the award-winning owner of two London wine bars who has earned a reputation as a disruptor in the wine trade.

**Sunny Hodge** completed a degree in Mechanical Engineering before embarking on a career in hospitality. He worked his way up from fast food restaurants to become a founding team member at Paulo de Tarso and Nicholas Jauouen's London restaurant, Margot. His scientific training has always lead him to look for the how and why behind food and wine and he currently runs science-based wine tastings and is developing programmes to provide wine education based around science and functionality. Hodge is the founder and owner of two wine bars in south London, Diogenes the Dog and aspen & meursault, for which he was awarded Entrepreneur of the Year at the Southwark Business Awards. Both wine bars showcase unusual and lesser known wines and share a mission to educate customers about wine. Sunny is an annual wine judge for the IWSC awards and has commented on wine for the *Evening Standard*, *The Times* and the *Guardian*.

