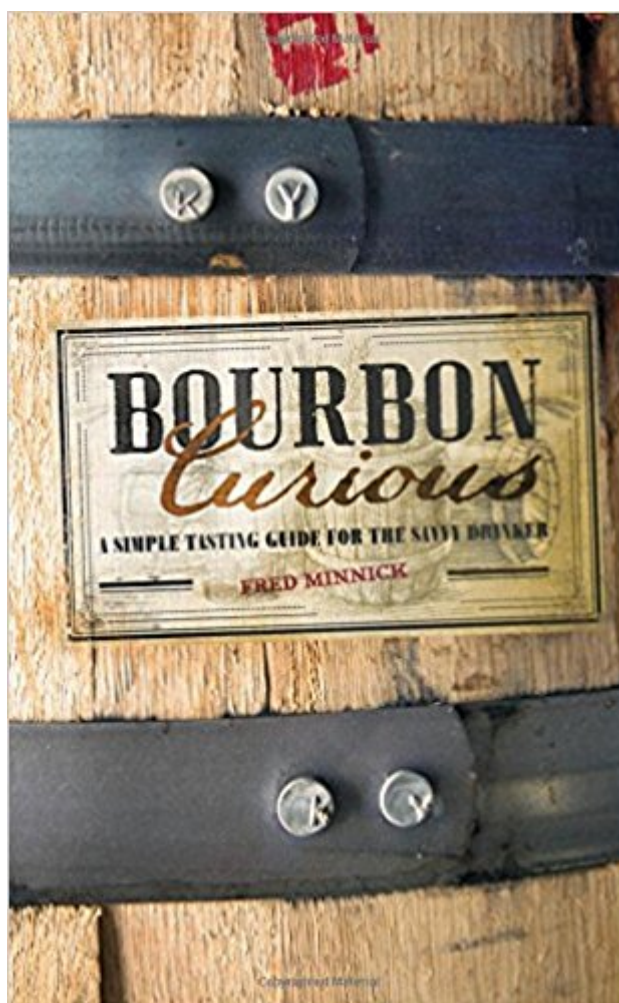


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Bourbon Curious: A Simple Tasting Guide For The Savvy Drinker



Synopsis

Awards: A Finalist, Spirited Awards 2015, Men's Journal: Best New Book for Whiskey Lovers Discover a distinct and uniquely American spirit: bourbon! In *Bourbon Curious: A Simple Tasting Guide for the Savvy Drinker*, award-winning whiskey writer and Wall Street Journal-best-selling author Fred Minnick debunks bourbon myths, provides distillery production methods (such as recipes and barrel-entry proofs!) and creates an easy-to-read interactive tasting journey that helps you select bourbons based on flavor preferences and bourbon styles. Using the same tasting principles he offers in his Kentucky Derby Museum classes and as a judge at the San Francisco World Spirits Competition, Minnick's *Bourbon Curious* cuts to the chase, dismissing brand marketing and judging what's inside the bottle.

Book Information

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Customer Reviews

"*Bourbon Curious: A Simple Tasting Guide for the Savvy Drinker*, serves as a primer on how to determine which brand of bourbon is right for you. (Minnick separates bourbon into four primary flavor groups: grain, nutmeg, caramel, and cinnamon.) Pulling from his extensive experience and credentials -- he serves as a judge on the San Francisco World Spirits Competition and the World Whiskies Awards and has been deemed the "Bourbon Authority" for the Kentucky Derby Museum -- Minnick has created a tasting road map that is accessible and easily navigable. His talk tonight is appropriately paired with a guided bourbon tasting." -- Village Voice "What I like most about the book is how he lays out his bourbon tasting into four groups: Grain-Forward, Nutmeg-Forward,

Caramel-Forward and Cinnamon-Forward bourbons." -- Bourbonr.com

"Follow this field guide from Fred Minnick." -- Men's Health

"Fred Minnick is my favorite spirits writer because he is knowledgeable, writes beautifully, and turns what could be a screed of dull tasting notes into an insightful discussion of the exploding world of a "brown liquor" that even ten years ago seemed poised to be relegated to redneck bars and juleps once a year on Derby Day. He spends nearly 100 pages giving you the history, the lore, the legal limits, and exposes much of the nonsense spread by producers about the confusing myriad single, small, ultra-rare bottlings with special treatment in casks coming out of Kentucky on a seasonal basis. Trust Minnick to steer you to the best of them." - Huffington Post

"The world has been waiting for this book." - Jeffrey Morgenthaler, author of *The Bar Book: Elements of Cocktail Technique*

"Contrary to its title, *BOURBON Curious, A Simple Tasting Guide for the Savvy Drinker* is far from simple. It's clear the author, FRED MINNICK, professional taster, judge, and self-proclaimed "bourbon geek" knows Bourbon - History, Ingredients, Who, What, When, Where, Why of making, selling, tasting, judging - and he shares his wisdom with details and humor. This book will appeal to history buffs and connoisseurs as it contains a plethora of interesting and vetted facts. It's truly everything you wanted to know about Bourbon but didn't know who or what to ask." - Examiner.com

"Want to learn more? Pick up a copy of the new book *Bourbon Curious*, by author and expert Fred Minnick. He's been covering the American brown spirit for a decade, and regularly leads bourbon tours through the Kentucky Derby Museum. Readers and drinkers need something with a touch of history, but also something that really explains how everything actually is made. And how you, as a consumer, can differentiate among the bourbons." - AskMen.com

"What did surprise even me is how much I enjoyed tearing through *Bourbon Curious*. Released just in time for National Bourbon Heritage Month - and at a moment when the spirit category is more popular than ever--*Bourbon Curious* is probably Minnick's best work, and almost inarguably an instant essential for a serious spirits library." - Liquor.com

"For the whiskey savvy, this informative and flavorful guide consists of historical tidbits and fifty bourbon brands paired with the perfect additive." - Parade.com

"Using the same tasting principles he offers in his Kentucky Derby Museum classes and as a judge at the San Francisco World Spirits Competition, Minnick's *Bourbon Curious* cuts to the chase, dismissing brand marketing and judging what's inside the bottle." - Alcademics

"*Bourbon Curious: Breaking Bourbon Myths & Misconceptions* by Fred Minnick is a fascinating book on Bourbon, going way beyond the basics of this American spirit. It does not shy from controversy, addressing some of the dark sides of the Bourbon industry. It is also a very good reference book concerning Bourbon producers, from their history to their bottlings. Fred has an easy writing style, even when he details some of the geekiest aspects of bourbon. Highly recommended."

- Richard Auffrey, The Passionate Foodie"Throw in a few worksheets, the sidebars with fun tidbits and recipes, and the wonderful photographs and this is a book that is hard not to recommend to bourbon lovers of any experience level. It runs about 230 pages but is a quick and fun read." - BourbonGuy.com"The only real way to celebrate Bourbon Heritage Month is to enjoy the corn-based spirit all September long. Where should you start? To perfect the art of bourbon drinking (yes, it's an art), we called on the pros: Fred Minnick, author of the just-released Bourbon Curious: A Simple Tasting Guide for the Savvy Drinker, and Maker's Mark Chairman Emeritus Bill Samuels Jr., whose family has been distilling whiskey for eight generations." - Washington Post"If all you know about bourbon is that your grandfather drank it, you are severely uneducated. Get educated with Bourbon Curious, a new book from award-winning whiskey writer Fred Minnick. In the book, Minnick brings you along on an easy-to-follow tasting journey that educates you on everything bourbon-related, ultimately assisting you in the best bourbons to try based on your own personal flavor preferences." - Parade"A truly enlightened bourbon drinker needs a guide to enhance the process of sipping and appreciating every nuance of America's native spirit. Here it is. Bourbon Curious provides an interactive tasting journey to help consumers understand their palates and determine their preferred flavors. Bourbon Curious is filled with the information that will up the game for even the most experienced bourbon drinker." - The Sommelier Journal"If you've got a family member or friend who loves bourbon, this book is "must have" in a wine and spirits library. It's also a "must have" book for anyone studying for her or his Master Sommelier's test." - Wine-Blog.org"Bourbon Curious is a straight shot of smarts about America's whiskey, served up by bourbon's best friend, Fred Minnick." - Lew Bryson, author of Tasting Whiskey: An Insider's Guide to the Unique Pleasures of the World's Finest Spirits"In August, best-selling Louisville author Fred Minnick published "Bourbon Curious: A Simple Tasting Guide for the Savvy Drinker," in which he uses tasting principles to help readers select bourbons based on their flavor preferences. Yes, the book is educational. But it'll never feel like homework." - Courier Journal

Wall Street Journal-bestselling author Fred Minnick wrote the award-winning Whiskey Women: The Untold Story of How Women Saved Bourbon, Scotch & Irish Whiskey. Minnick writes about whiskey for Covey Rise, Parade.com, Scientific American, Whisky Advocate and Whisky Magazine. He is the "Bourbon Authority" for the Kentucky Derby Museum and regularly appears on mainstream media, including CBS This Morning, Esquire, Forbes and NPR.

Twenty-some years, more or less, have passed since the publication of Waymark & Harris' "The

Book of Classic American Whiskey" and the Regans' "Book of Bourbon". The printed and online chatter about America's native spirit has proliferated during that time (our own "Ellenjaye.com" among them). This book by Fred Minnick has finally taken the place of "definitive work on American Bourbon". If your collection consists of only one book about bourbon, this is the book it should contain.

Fantastic, well-paced book for anyone curious about the bourbon industry, the liquid, the brands, and some honest American History. The first part gives you the uncensored story of how bourbon became America's native spirit. The second part teaches you about everything that goes into making bourbon (which is both more and less than you'd think). The last part educates you on how to taste bourbon, along with an index of the author's own tasting opinion for many bourbon brands. You could use this section as your own at-home tasting guide. It's well-written, easy to follow and a pretty fun read that'll make you thirsty for a three-finger pour.

This book was referred to me by a Facebook Bourbon group I belong. So well laid out, well explained. For the novice and expert alike. I bought a couple and give to other Bourbon Geek friends.

Solid book on Bourbon, its history and those who make it. I particularly enjoyed the section on tasting and the guide in the back to different bourbons and their flavor profiles to compare to your own experience. It definitely elevated my knowledge of Bourbon.

Great read on the truth of the bourbon companies and their stories behind their products. The print is VERY small, much smaller than a normal book so it can strain the eyes. That's why it only gets 4 stars.

I was hoping for a coffee table book that it would be larger in size, it is just normal small book size. But it actually has great information inside!

Insightful and well written. I enjoyed the categorization of whiskies by prominent elements in their flavors. It inspired me to buy a few bottles to taste the difference for myself!

Well written, informative guide regarding virtually all aspects of enjoying bourbon. This is a guy who

obviously has a passion for the history, craft, and ritual associated with buying and savoring good bourbon. Highly recommended for readers with entry level interest or those who simply want to expand their knowledge base about this sublime American spirit.

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