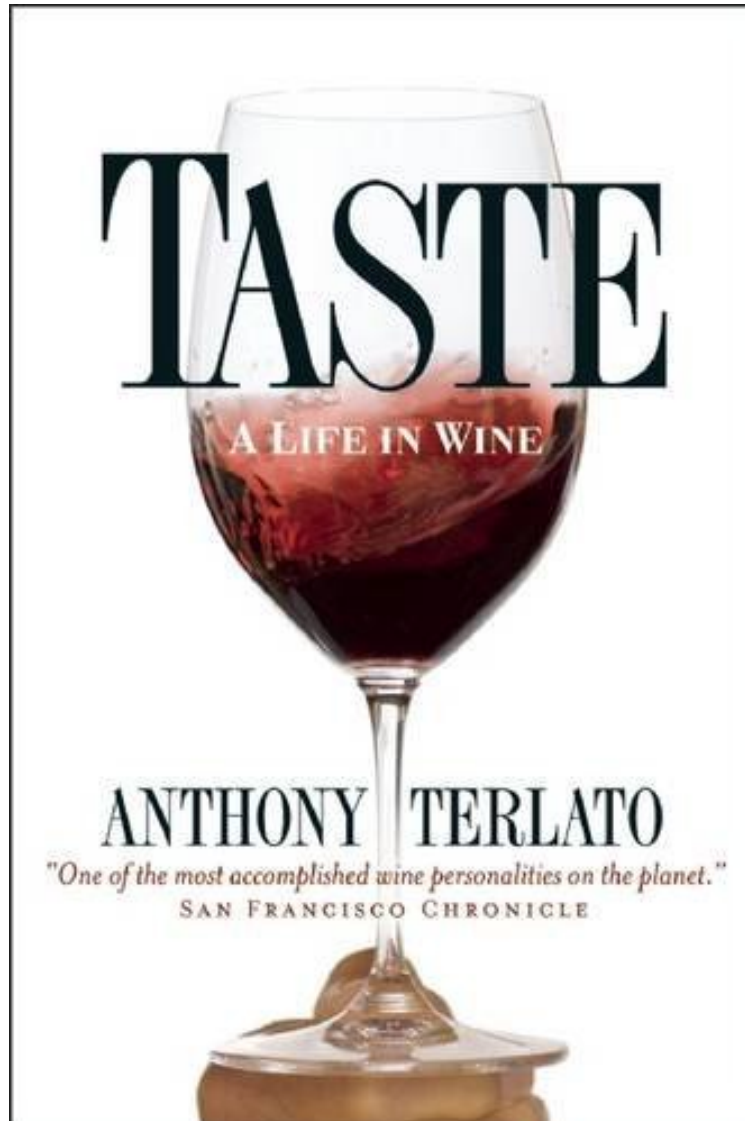


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Taste: A Life in Wine

Anthony Terlato

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Anthony Terlato : Taste: A Life in Wine before purchasing it in order to gage whether or not it would be worth my time, and all praised Taste: A Life in Wine:

0 of 0 people found the following review helpful. excellenceBy mike zuehlThis book greatly exceeded my expectations. And what an unexpected bonus to have so many terrifoc recipes at our fingertips.0 of 1 people found the following review helpful. PlonkBy Stephen WinstonIf I was not in the industry as a wine retailer, Anthony would have put me to sleep. He knows good wine is complex but in this book his writing is as soft and flabby as a jug of Gallo. If you want to read a wine industry eye opener, pick up a copy Ellen Hawkes' Blood and Wine.0 of 0 people found the following review helpful. Exceeded expectationsBy red herringMaybe it's because I read this book shortly after a great

trip to Napa (during which I visited one of the author's vineyards and saw this book), or maybe because as a Chicago native I'm familiar with a lot of the places described in the book, or maybe because I spend a lot of time at the same lake in Wisconsin as does the author, but I just enjoyed the heck out of this book. Some people are fortunate enough to combine their life's passion with sound business sense, vision and just a ton of luck, and Tony Terlato is one of them. To have accomplished what he has and be able to write about it without arrogance or condescension is no simple feat, and Terlato accomplishes that. A fine read for anyone interested in wine or just a solid American success story.

Anthony Terlato's story is not simply the usual CEO narrative of achieving business success, nor is it the typical winemaker's tale of pursuing perfection in a glass. Straddling both of those stories, Terlato uses broad strokes to show how one individual had an enormous impact on Americans' wine-drinking habits. Wine journalist Linda Murphy described Terlato in the *San Francisco Chronicle* as "one of the most accomplished wine personalities on the planet," and readers of this account of a 50-year love affair with wine see this affable, intelligent man at his finest.

From *Publishers Weekly* In an era when fine dining meant having coffee with your meal, Terlato was working to get a wine bottle on every table. In this breezy memoir with recipes, Terlato recounts his path, growing up in 1930s Italian-American Brooklyn and working at his father's liquor store, where he was drawn to the wines—an interest that led him into distribution. While scouting Europe for wines marketable to Americans, rubbing elbows with top vintners and getting in on key trends—the introduction of Pinot Grigio to the U.S. was one of his major successes—Terlato built one of the country's most prestigious wine portfolios. Given his pivotal role in shaping America's wine market, it is unfortunate that he glosses over the specifics of his strategies. His hindsight makes his successes seem overly simplified, lacking any hint of struggle, and his failure to discuss the rest of the wine industry means that his own innovations lack context. Wine aficionados will nonetheless appreciate this chance to hear from a man who has kept a low profile, even as he influenced the landscape of American dining. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "It's a nearly ubiquitous sight in Italian restaurants, and now [in his] autobiography [Terlato] tells how he introduced Santa Margherita pinot grigio to the United States."-- H. Lee Murphy, "Crain's Chicago Business" "One thing is for certain: Terlato knows a lot about wine."--Sarah Tobol, "Brooklyn Eagle" "This autobiography is a personable read in which Terlato talks about his close relationships with legends such as Alexis Lichine, Frank Schoonmaker, Robert Mondavi, Baroness Philippine de Rothschild, Michel Chapoutier and Angelo Gaja."--Sandra Silfven, "Detroit News" "This is no tell-all book, but Terlato often reveals much by what he doesn't write. You sense the inner steel and discipline that made him a success in a competitive business."--Bill Daley, "Chicago Tribune" "Terlato has cast a large shadow across Chicago's wine community for the better part of half a century...[and now] he has found time for recollection and reminiscence."--William Rice, "Chicago Magazine"