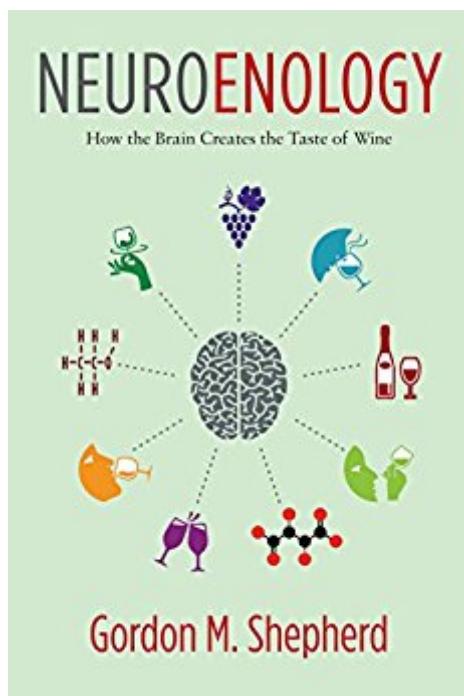


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# Neuroenology: How The Brain Creates The Taste Of Wine



## Synopsis

In his new book, Gordon M. Shepherd expands on the startling discovery that the brain creates the taste of wine. This approach to understanding wine's sensory experience draws on findings in neuroscience, biomechanics, human physiology, and traditional enology. Shepherd shows, just as he did in *Neurogastronomy: How the Brain Creates Flavor and Why It Matters*, that creating the taste of wine engages more of the brain than does any other human behavior. He clearly illustrates the scientific underpinnings of this process, along the way enhancing our enjoyment of wine. *Neuroenology* is the first book on wine tasting by a neuroscientist. It begins with the movements of wine through the mouth and then consults recent research to explain the function of retronasal smell and its extraordinary power in creating wine taste. Shepherd comprehensively explains how the specific sensory pathways in the cerebral cortex create the memory of wine and how language is used to identify and imprint wine characteristics. Intended for a broad audience of readers—from amateur wine drinkers to sommeliers, from casual foodies to seasoned chefs—*Neuroenology* shows how the emotion of pleasure is the final judge of the wine experience. It includes practical tips for a scientifically informed wine tasting and closes with a delightful account of Shepherd's experience tasting classic Bordeaux vintages with French winemaker Jean-Claude Berrouet of the Chateau Petrus and Dominus Estate.

## Book Information

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## Customer Reviews

Very interesting. Academic, but readable if you are not a PhD.

Interesting idea, arrived on time.

Just great service. The book is for a small segment that I'm very happy to reside in; but great shipping, etc.

You are a wine lover ? You think you know how to taste wine ?Think again.Read this book. Practice it. Read it again. Keep practicing...If you do not like your wine more now, you did not read the book enough, or practiced enough.This book should be "the" book for anyone liking wine.

Bought this for a gift for my husband, the Sommelier. He loves the book!

Neuroenology: How the Brain Creates the Taste of Wine by Gordon M. Shepherd is a free NetGalley ebook that I read in early November.This book transforms a singular experience into a carefully charted, scientifically premise, and philosophically deliberate act. Really, if you wanted to take notes, it'd be best to draw a stick person with a large head and a super-specific mouth and esophagus, then use a lot of arrows to indicate the path and progress of the wine. It really is, though, extremely enlightening to read and a great way to critique the complex flavor of other things.

Amazing book and much more than just an expansion of the wine chapter in the also excellent Neurogastronomy, by the same author. I am a trained winemaker and I still learned a great deal about how taste works.

Great book, simple to understandWill help any winemaker build better winesBy understanding the human response to drinking wine

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WINE: Wine Lifestyle - Beginner to Expert Guide on: Wine Tasting, Wine Pairing, & Wine Selecting

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