

# Meet Marnie

Marnie Old is the friendly wine expert everyone wants to get to know.

In the stuffy wine world, Marnie stands out as a breath of fresh air. Like all top sommeliers and wine authors, Marnie knows her stuff – not just on wine, but on beer and cocktails, service and marketing as well. But, unlike many of her peers, she focuses on matters of real-world relevance to wine drinkers. An engaging and entertaining speaker, Marnie is known for her intuitive insights and refreshingly direct explanations of complex drinks topics.

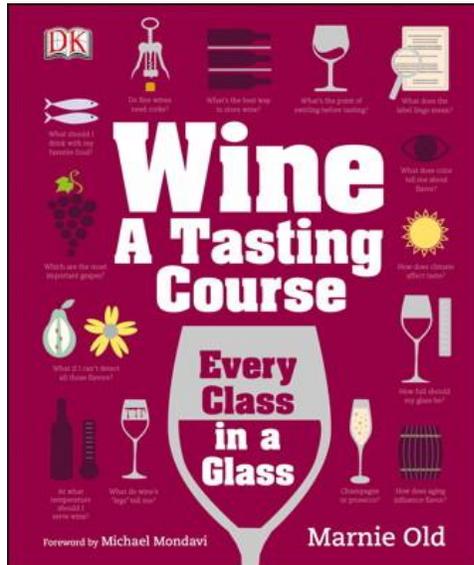


Marnie is not simply a lively and entertaining sommelier, she is a polished and articulate master of her craft with authoritative credentials:

- ◆ Author of four acclaimed books on drinks: [Wine: A Tasting Course](#), [Wine Simplified](#), [Wine Secrets](#) and [He Said Beer, She Said Wine](#).
- ◆ Winner of a 2013 *Publishing Innovation Award* for [Wine Simplified](#), named 'Best Non-Fiction App' by *Digital Book World*.
- ◆ Featured speaker at the annual *Food & Wine Classic* in Aspen, the popular magazine's highest profile annual event.
- ◆ [Philadelphia Daily News](#) columnist and mind behind their humorous 'Cheap Buzz' series on wine and spirits
- ◆ Former Director of Wine Studies for New York's legendary *French Culinary Institute*.
- ◆ Founding Education Chairperson of the *American Sommelier Association*.
- ◆ Marketing consultant for one of the world's largest wine and spirits retailers, the Pennsylvania Liquor Control Board.



# Marnie's Newest Book: Wine: A Tasting Course



Wine: A Tasting Course is the first wine basics book to fully harness the power of images to communicate complex wine concepts. Like all of DK's books, it is vibrantly colorful, fully-illustrated and beautifully designed. Like all of Marnie's books, it is engaging, easy to read and packed with 'aha!' insights.

Wine: A Tasting Course takes a refreshingly direct approach to making sense of wine with a focus on topics of real-world relevance like wine shopping, food pairing, home entertaining and sensory basics. Marnie's concise explanation of a few simple organizing principles and tricks of the trade can help anyone achieve their own *vindependence*.

[DK Publishing 2014]

"Revolutionary and refreshingly direct in its design and approach."

Vintner Michael Mondavi

"Perfect for visual learners like myself."

Brewer Sam Calagione

"My new go-to book for anyone just starting their wine journey."

Master Sommelier Tim Gaiser

"Will rank among the great wine books."

Chef Alain Salthac

"Brilliant introduction to wine... and the first such book that has really engaged me."

Wine Author Jamie Goode

"If there's a better tool out there for teaching wine, I haven't found it."

Restaurateur John Buchanan



# Marnie's Digital Book: Wine Simplified

Marnie's most recent book is a crash course for the wine curious, exclusively for the iPad and iPhone. Intuitively designed for digital devices, Wine Simplified brings Marnie's refreshingly direct explanations of complex wine ideas to life with over 90 minutes of guided tastings and video tutorials, interactive infographics and slideshows, plus hundreds of pop-tips and audio pronunciations embedded into the text.

Rather than drowning the reader in wine data, Wine Simplified provides useful tools for real-world tasks, like shopping for wine, pairing with food and talking about wine with confidence.

[Open Air Publishing 2012]



Wine Simplified is the  
**'Best Non-Fiction App of 2012'**  
according to Digital Book World's  
**'Publishing Innovation Awards'**

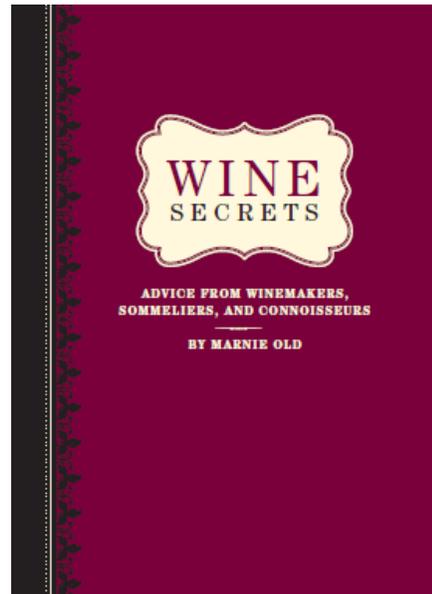


# Marnie's Advice Book: Wine Secrets

This terrific little hardcover book is a beautifully-packaged collection of concise wine advice from 40 top experts in the field.

Marnie has compiled insider insights on tasting, pairing, serving and shopping for wine from an impressive roster of famous vintners, authors, chefs and sommeliers. Shaped by her educator's eye for consumer relevance, each segment delivers sound guidance in a convenient 'How To' format. Marnie's gift for communicating about wine with uncommon clarity makes *Wine Secrets* a fascinating read for novices and aficionados alike.

[Quirk Books 2009]

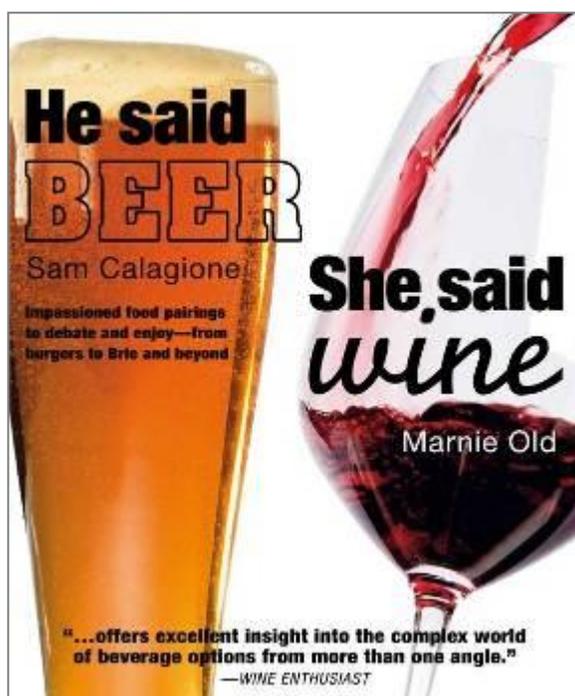


Did you know that alcohol content can predict wine style or that freezing opened wine can preserve its flavor for months, or even years?

*Wine Secrets* is packed with tips with real-world relevance from leading figures in the wine world:

- Vintners like Michael Mondavi, Jean Trimbach & Gina Gallo
- Authors like Jancis Robinson, Kevin Zraly & Mark Oldman
- Chefs and restaurateurs like Jacques Pépin & Valentino's Piero Selvaggio
- Master Sommeliers like Doug Frost, Madeline Triffon & Evan Goldstein

# Marnie's Food Pairing Book: He Said Beer, She Said Wine



In her first book, Marnie goes toe to toe with co-author and brewing legend Sam Calagione of Dogfish Head Craft Brewery in a lively and entertaining debate on the relative merits of beer and wine as food partners.

Packed with photos on every page, this fun-filled book is a delightful romp through the world of wine and beer, a light-hearted take on topics that are often taken too seriously. Marnie and Sam are colorful characters and respected experts who pull no punches hashing out their disagreements on matching their drinks to cuisines of all kinds.

[DK 2008]

Marnie dukes it out with the beer world's hottest personality Sam Calagione.

Now in Paperback!



# Marnie's Events: 'Sommelier's Secrets' Series

Marnie is a hot up-and-coming wine speaker on the national circuit, known for her infectious enthusiasm and riveting performance style.

Recent and upcoming events include:

Food & Wine Classic  
in Aspen, Colorado

New York Wine Expo and  
Cook, Eat, Drink, Live in New York

Society of Wine Educators Conference  
in Orlando, Florida

Wines from Spain 'Great Match'  
in Miami, Florida & New York, NY

Holland-America Food & Wine Cruise,  
in California and Hawaii

Le Mondial de la Bière in Montréal, Québec

Pittsburgh and Philadelphia Wine Festivals  
in Pennsylvania



# Marnie's Column: Cheap Buzz



One of the only newspaper wine columns in the country to be found in a major city's daily tabloid, Marnie's 'Cheap Buzz' in the Philadelphia Daily News is far from ordinary. Written with tongue firmly in cheek, this humorous bi-weekly feature of the PDN food section documents a fictional dialog between Marnie, the sophisticated sommelier, and Buzz, her penny-pinching blue-collar neighbor. Buzz's musings are voiced by Daily News City Editor Gar Joseph.

Follow along as bumbling Buzz asks Marnie about everything you've ever wondered about wine and spirits, but were afraid to ask:

- Why do 'Reserve' wines cost more?
- What are 'Naked' wines?
- Is Zinfandel white or red?
- Why call wine dry if it's wet?
- Can I serve wine on ice?



# Marnie's Consulting: Sommelier Services

Marnie has added retail to her resumé, having curated the product selection for the PLCB's one-of-a-kind Wine Shop located inside the Garces Trading Company, one of Ironchef Jose Garces' Philly restaurants.

Marnie provides expert marketing advice and beverage guidance to clients that range from the biggest players in the wine scene to individual collectors.

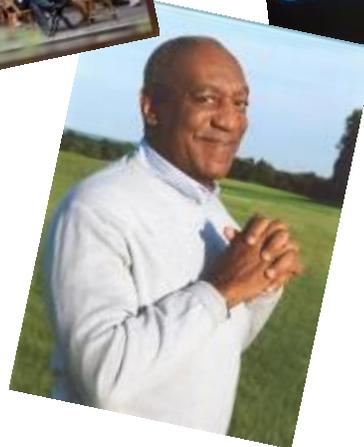
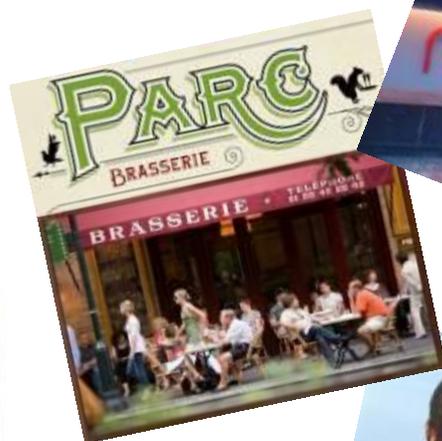
Select clients and projects include:

Pennsylvania Liquor Control Board  
Consulting on Marketing & Staff Training

Morimoto Restaurant – New York  
Wine List Design and Staff Training

Parc Restaurant – Philadelphia  
Wine List Design and Staff Training

Mr. Bill Cosby & Family  
Private Cellar Management



# Marnie's Classes: Wine & Spirits Education

Marnie's gift for communicating about wine, beer and customer service with uncommon clarity is a result of her lifelong dedication to teaching.



While the majority of wine education is conducted by wine suppliers, Marnie has been teaching independently since 1997, focusing on entry-level learners as well as train-the-trainer formats for the trade. By emphasizing practical skills and big-picture concepts she can reach audiences that traditionally find wine alienating. Marnie developed the American Sommelier Association's first introductory wine course and online wine program for the University of Delaware's hospitality program. She later refined her methods at the prestigious French Culinary Institute, where she taught wine for eight years under celebrity wine dean Andrea Robinson before creating her own cutting-edge pairing-focused wine curriculum for FCI's culinary students as their director of wine studies in 2007. In 2009, she joined Astor Center's team of skilled wine instructors.



# Praise for Marnie Old:

Bill Cosby - Consulting Client

*"No-one feels stupid when Marnie talks about wine. Not even me."*

Michael Mondavi - California Vintner

*"Marnie is a breath of fresh air in the wine world."*

Ina Garten – Food Network's 'Barefoot Contessa'

*"[Marnie's seminar] was stunning - truly brilliant. Just when everyone is afraid of hearing about vintages and "notes of barnyard and raspberries" that they'll never remember, [she] gave a talk that's completely accessible on just the topic that everyone wants to hear about - what to drink with dinner!"*

Stephen Starr – Restaurant Magnate

*"Marnie knows what people want to drink before they do, and her instincts are as solid for the general public as they are for the foodie fringe."*

Kevin Zraly – Wine Author

*"Marnie is one of the most efficient and entertaining educators in the US."*

Mary Harris – Corporate Client

*"[Marnie's] creative wine tasting plan was so much fun – even the non-drinkers are still talking about it!"*





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