

Open Air Publishing launches “Wine Simplified: Navigate Wine with Confidence,” an interactive video book made for the iPad and iPhone

NEW YORK, November 1, 2012 — Open Air Publishing today announced the launch of its sixth iPad®/iPhone® book, “Wine Simplified: Navigate Wine with Confidence,” written and hosted by sommelier and wine educator Marnie Old, whose common sense approach to wine is perfectly suited for novice enthusiasts.

“My special talent is in helping people overcome the barriers to understanding wine,” says author and sommelier Marnie Old. “Text alone is a limiting medium for communicating about wine, so I leapt at the chance to work with Open Air Publishing on this project. The explanatory firepower of their multimedia platform and the intuitive simplicity of the Apple devices make *Wine Simplified* incredibly useful, engaging, and effective. It’s the ‘zero to sixty’ wine book I’ve always wanted to write for the wine-curious audience, a crash course in how to think like a sommelier without years of study.”

Made exclusively for iPad and iPhone, this full-length wine book includes 90 minutes of video tutorials, 240 audio pronunciation guides, and dozens of interactive graphics. “Wine Simplified” emphasizes practical skills, rather than loading the reader down with data.

“Wine Simplified” is the sixth title from Open Air Publishing, whose first iPad/iPhone book “Speakeasy Cocktails: Learn from the Modern Mixologists” launched August 11, 2011. It was Gizmodo’s “App of the Week” and was named by Apple as one of the “Best Apps of 2011.” It was also featured in the New York Times, Wall Street Journal, and USA Today. “Wine Simplified” is the first title to launch under Open Air Publishing’s Betterbook imprint.

Available: Beginning 11/1/12, on the App Store (iTunes) for \$14.99
Product information: openairpub.com/wine

Content Features

--- HD Video Tutorials ---

Marnie’s refreshingly plain-spoken advice is delivered in small, digestible doses throughout the book, including:

- Guided tastings designed for the reader to follow along at home.
- Explanations on questions like why spicy foods and sweet desserts are tough to pair with wine, and which qualities in food match well with qualities in wine.
- Helpful demonstrations of practical skills, from getting the best wine advice in restaurants to safely opening sparkling wine bottles.
- Useful rules of thumb that professionals use to cut through the clutter of wine options, from style clues on wine labels to what we can guess about a wine based on its alcohol content, price and vintage alone.

- Interviews on key wine concepts with guest expert Anthony Giglio, exploring some of the book's most useful ideas, like the *real* difference between white and red wines and why classic French styles hold a unique importance among fine wines.

--- More Than 240 Audio Pronunciation Guides ---

Ordering at a restaurant or wine shop can often feel like speaking a foreign language. Readers can tap to hear words pronounced properly, so they'll never mispronounce Tempranillo or Pouilly-Fumé again.

--- 32 Interactive Guided Tours and Slideshows ---

The book decodes complex wine labels by sorting out which words and phrases mean what. Intuitive infographics explain and organize wine, using universal concepts the reader will recognize from their knowledge of cooking, gardening, science, and history

--- Key Stats & Product Features ---

- * Quick-reference glossary and pop-up tips with key terms, definitions, and pronunciations accessible throughout the book
- * Easy-to-follow navigation prioritizes the most useful content
- * Bookmarking, highlighting, and easy search

The Experts

--- Author Marnie Old ---

Marnie is a sommelier, author, and world-class wine educator known for her intuitive and common-sense approach to complicated drinks topics. Formerly the Director of Wine Studies for the French Culinary Institute in New York, she writes a humorous wine column called "Cheap Buzz" for the Philadelphia Daily News and has written two popular books, "Wine Secrets" and "He Said Beer, She Said Wine." Based in Philadelphia, Marnie speaks and teaches about wine and beer across the country and advises restaurants and wine retailers on how to better communicate about wine.

--- Featured Contributor Anthony Giglio ---

Anthony Giglio is one of the most entertaining wine authorities on the planet. He is the author of three editions of FOOD & WINE's Wine Guide; five editions of the Mr. Boston Official Bartender's Guide, and Cocktails in New York. Anthony has written for numerous publications, including FOOD & WINE, Travel + Leisure, and Esquire and currently serves as a wine correspondent for CBS News Radio.

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About Open Air Publishing:

Open Air Publishing creates original, high-quality how-to books that are designed and built exclusively for iPad and iPhone. Packed with interactive features, videos, links and more, each guide is hand-crafted to feel like a private lesson with the best in the business. Book smart, meet app smart.

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