

On-screen graphics reveal the taste and character of wine

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Wine-book specialist Berry Bros and Rudd Press has turned to ground-breaking graphics with *Exploring & Tasting Wine: A Wine Course with Digressions*. The publisher's latest digital book uses vibrant and elegant colour graphics to help users gain insights into wine. The striking on-screen graphics meld with beautiful winelands photography, maps and concise, crisp text over 240 pages. The whole package is designed to be equally enjoyable on screen as on the printed page.

London, United Kingdom - Words are notoriously imprecise tools for describing taste and flavour - so wine-book specialist Berry Bros and Rudd Press has turned to ground-breaking graphics allied to the text. "*Exploring & Tasting Wine: A Wine Course with Digressions*", the publisher's latest digital book, uses vibrant and elegant colour graphics, conveyed via the iPad/Mac/iPhone screen, to help users gain insights into wine.

To convey the key factors of wine balance, aroma and flavour, top art director Lizzie Ballantyne has devised two innovative graphic solutions: "targets" that show how factors combine to create wines in perfect balance, and flavour spectrums to help pin down those elusive tastes - and fix them in our memories. Christopher Foulkes, who led the editorial team, says: "In 30-plus years of publishing wine books, this is the nearest we have come to conveying the taste and character of wine on the page in graphic form."

The striking on-screen graphics meld with beautiful winelands photography, maps and concise, crisp text over 240 pages. The whole package is designed to be equally enjoyable on screen as on the printed page. Even more so: the eBook includes both video and audio clips.

The new book is arranged as a wine course. Anyone curious about wine can learn, in six carefully-planned Sessions, how to taste, recognise and remember the key grapes that make wine around the world. As the book's subtitle "*A Wine Course with Digressions*" makes clear, it also explores fascinating byways of the wine world, from exactly why winemakers use oak casks to what using biodynamic or organic husbandry brings to a wine.

The approachable but expert guide is from people who teach wine every day: Berry Bros. and Rudd, London's oldest wine merchant, has run an award-winning Wine School in its London cellars since 2000. For the first time, those not in reach of its St James's Street headquarters can, via this eBook, follow its Introduction to Wine course at home, perhaps with friends - or just enjoy it as a pulling-together of wine facts, in the company of Berry's eight Masters of Wine who contribute discussions on the things that the wine world is talking about today.

Exploring and Tasting Wine comes from the stable that published 2014's World Digital Book of the Year, "*Inside Burgundy: The Annual Report*" (Gourmet Awards). It joins three other Berry Bros. and Rudd Press titles on the iBooks Store, including two in the Inside Burgundy series that are among the top ten wine and spirits books by sales.

The hardcover book, launched in September 2015 and on sale for GBP30.00, has been acclaimed by critics.

The eBook version is built using Apple's iBooks Author program. It can be previewed, downloaded, read and enjoyed in iBooks on any iPad, iPad Mini (iOS 5 or later), iPhone (iOS 8.4 or later) - or on a Mac running OS X 10.9. Priced at \$18.99 USD/GBP 14.99, it is listed on the iBook stores in 51 markets worldwide: search for *Exploring and Tasting Wine* or Berry Bros and Rudd Wine School.

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Berry Bros. and Rudd Press was formed by Simon Berry, Chairman of Berry Bros. and Rudd, and Jasper Morris MW to publish 'necessary books' on wine and kindred subjects. Completing the team are award-winning wine-book editors and publishers Chris Foulkes and Carrie Segrave and art director Lizzie Ballantyne. London's oldest wine firm: Over 317 years ago, Berry Bros. and Rudd opened its shop at 3 St James's Street, opposite St James's Palace, London, where it still stands today. Members of the Berry and Rudd families continue to own and manage the family-run wine merchant. The firm may be over three centuries old, but it is at the forefront of e-commerce: it was the first wine merchant to produce a wine website and begin on-line sales (1994), and the first wine app. The conversation with customers that began over a shop-counter in 1698 continues there today; at the Wine school classes; and now, via the internet, across the world. Copyright (C) 2015 Berry Bros. and Rudd Press. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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