


FROM
Cabernet
TO
Zinfandel

A decorative graphic of red wine splatters and drips is positioned behind the main title text, primarily on the right side and extending slightly into the center.

FLAVORS, PAIRINGS, AND
PERSONALITIES OF THE WORLD'S
MOST POPULAR WINES

PRESS KIT

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BOOK DESCRIPTION

Choosing a wine can be almost impossible. There's so much room for error that most don't even bother trying something new. Shea Sanderson is here to eliminate the insecurity most have when it comes to selecting a wine. Each wine has a reputation, a personality, and a time and place where it shines. By unpacking 25 of the world's most popular wines, she demystifies the varieties you're most likely to face. Told from the perspective of a hilarious, wine-savvy best friend, you'll walk away more confident and excited about choosing your next bottle.

Comparable titles: 'Wine. All the Time' by Marissa Ross, 'Wine Folly' by Madeline Puckette, and 'Cork Dork' by Bianca Bosker



SHEA SANDERSON

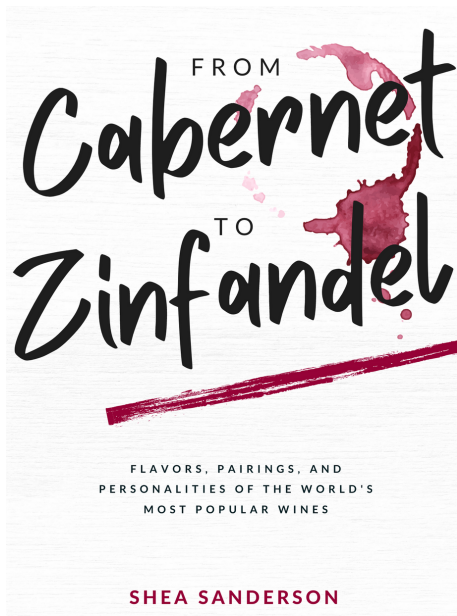
AUTHOR & WINE WRITER

Shea Sanderson is a Chicago-based writer, drinker, and researcher of all things wine. With almost a decade of experience drinking and opining, Shea has developed an irreverent, laid-back approach to learning about wine: sample and taste as much as you can. Her straightforward method has led her to a mastery of over 50 wines and counting. At time of writing, she can still taste the salad flavors of her very first New Zealand Sauv Blanc.

ORDERING INFO:

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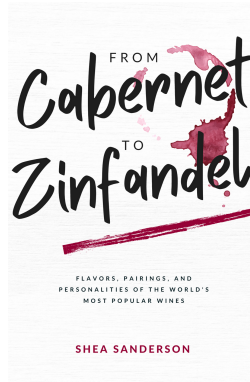
SAMPLE QUESTIONS:

- Do we really need another wine book? Don't wine books just turn off an average wine drinker either because they're too boring or too technical?
- What makes you qualified to talk about wine? Don't wine certifications matter?
- Can you really learn how to taste the flavors in wine? How did you learn?
- What are common wine-buying habits that people should stop doing?

EARLY REVIEWS

"If you love to drink wine and/or you like to laugh, do yourself a favor and buy this book! It is smart, witty, and essential for anyone who drinks as much wine as I do! The author creates an environment that is both informative and approachable for those of us whose main differentiation between wines is "red or white" This book reads like a conversation between you and your best girlfriend and makes the perfect gift or coffee table book!"

FOR IMMEDIATE RELEASE



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NEW AUTHOR DISRUPTS WINE INDUSTRY

Self-Proclaimed Wine Savant Creates New Precedent for Choosing the Right Wine Every Time

Chicago, IL - Author Shea Sanderson has set a new precedent for choosing and enjoying a bottle of wine. In her debut book, Sanderson encourages a whole new method for learning about wine: taste as much as you can and give each one a life of their own. "From Cabernet to Zinfandel: Flavors, Pairings, and Personalities of the World's Most Popular Wines" serves as a launching pad, where each wine is given their own personality or common life scenario in which it pairs perfectly.

"Wine is about more than ratings, points, and food pairings. Sometimes you want a bottle that's ideal for drinking poolside. Other times, you've got to find the right bottle to bring to your new in-laws'. So far, no one else has stepped up to the task of wine and life pairings, and I think that's a missed opportunity to help wine drinkers everywhere." - Shea Sanderson, author of 'From Cabernet to Zinfandel'

Having no credentials or certifications of her own perhaps works in Sanderson's favor. By approaching wine from the viewpoint of a non-expert (as most wine drinkers are), she's created a space wherein wine can be talked about within the context of real life - not just food and wine pairings or highly rated bottles.

Surprisingly, her debut book shows no signs of someone who doesn't know what they're talking about. On the contrary, one stands to learn more about wine in her 138 pages than they could poring over wine reviews or other 'how-to' books on the subject.

Sanderson hopes that the days of frustration and agony over choosing a bottle of wine will be a thing of the past. In their place, she hopes to bring a new wave of thought when approaching wine - one with much more practicality and much less headache.

For more information visit: www.sheasanderson.com

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