



Reverse Wine Snob: How to Buy and Drink Great Wine without Breaking the Bank

Jon Thorsen

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Most rational people don't pay \$40 for \$20 items. And yet with wine, it happens all the time. Wine can be an expensive hobby. Founder of the popular site ReverseWineSnob.com, Jon Thorsen is an unapologetic frugal wine consumer. He flips wine snobbery on its head by pushing a \$20 or less mantra. Reverse Wine Snob is designed to help wine drinkers stop wasting money and get the most satisfaction out of their drinking dollars. It reveals Thorsen's Ten Tenets of Reverse Wine Snobbery--ten beliefs that eliminate myths about wine--as well as a unique rating system that includes the cost of the bottle so that there is satisfaction in both taste and price. In Jon's unique system, the more expensive a wine, the better it must taste.

Reverse Wine Snob explains:

The number one rule all wine drinkers should follow, no matter what the wine snobs say.

How to shop for wine at stores like the nation's #1 wine retailer Costco and Trader Joe's.

The regions and varieties of wine that give the best value.

Why the price of a wine has nothing to do with its taste.

Why the distribution system in the US is broken which costs you money and limits your wine choices.

Tons of Jon's very favorite wine picks.

Jon dapples in every kind of wine from \$10 kitchen sink blends to the \$20 "Saturday Night Splurge," so delicious it's worth twice the price. Reverse Wine Snob brings plain old common sense to the wine industry and encourages wine lovers to explore the world of inexpensive quality wine.

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Colleen Thompson:

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Samantha Smith:

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