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HIP TASTES, THE FRESH GUIDE TO WINE

BY COURTNEY COCHRAN

WINS 2007 GEORGES DUBOEU F WINE BOOK AWARD OF THE YEAR

New York, NY, November 15, 2007— *Hip Tastes, The Fresh Guide to Wine* by Courtney Cochran (Viking Studio; October, 2007; \$18.95) received the 2007 Georges Duboeuf Book of the Year Award at the annual Beaujolais Nouveau luncheon held at Porter House restaurant in New York City. *Hip Tastes* puts a fresh spin on wine for a new generation and is Courtney's first published book.

Peter Deutsch, President of W.J. Deutsch and Sons, Ltd. and Franck Duboeuf of Les Vins Georges Duboeuf presented the consumable Award, a jeroboam of Georges Duboeuf Beaujolais Nouveau 2007, to Courtney Cochran in front of an audience of fellow wine and food writers. "The Georges Duboeuf Wine Book of the Year Award is presented to an American author whose book furthers the knowledge and appreciation of wine, without shrouding it in mystery and pretension. Courtney's book speaks loud and clear to the next generation of wine lovers," said Peter Deutsch.

Hip Tastes is a Wine 101 for all those that love wine but are not yet oenophiles. Unlike many other wine books, *Hip Tastes* is anything but overwhelming. Readers will find a wealth of knowledge in an easy-to-read, fun and stylishly illustrated format.

Courtney Cochran holds her sommelier certification from the International Sommelier Guild and Master Sommelier Guild of America. She has passed Levels 1 and 2 of the Master Sommelier

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diploma and continues to work towards that designation. Courtney graduated Magna Cum Laude with a BA in English and French from the University of California and holds an M.B.A. from UCLA. A semester at the Sorbonne during college led to extensive travel through France's most renowned wine regions and contributed to her decision to pursue a formal education in wine tasting and evaluation. Courtney is the founder of **Your Personal Sommelier®**, a successful company that provides personalized wine services to wine collectors and enthusiasts. Courtney's work has been profiled in *Vogue* and *Business Week*, among others.

Past winners of the Georges Dubœuf Wine Book of the Year Award include *What to Drink with What You Eat*, by Andrew Dornenburg & Karen Page; *Keys to the Cellar* by Peter Meltzer; *WINE STYLES: Using Your Senses to Explore and Enjoy Wine* by Mary Ewing Mulligan and Ed McCarthy; *Oldman's Guide to Outsmarting Wine* by Mark Oldman, *Wine for Women*, Leslie Sbrocco; *The Wine Bible*, Karen MacNeil; *The Unofficial Guide to Selecting Wine*, Felicia Sherbert; *Wine for Dummies*, Mary Ewing Mulligan and Ed McCarthy; *The Windows on the World Wine Correspondence Course*, Kevin Zraly; *The Winemaker's Year in Beaujolais*, Michael Buller; and *A Village in the Vineyards*, Thomas and Sara Matthews.

Visit www.winewithoutrules.com for a list of Georges Dubœuf Wine Book of the Year Award winners from the last 10 years and where to purchase them.

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