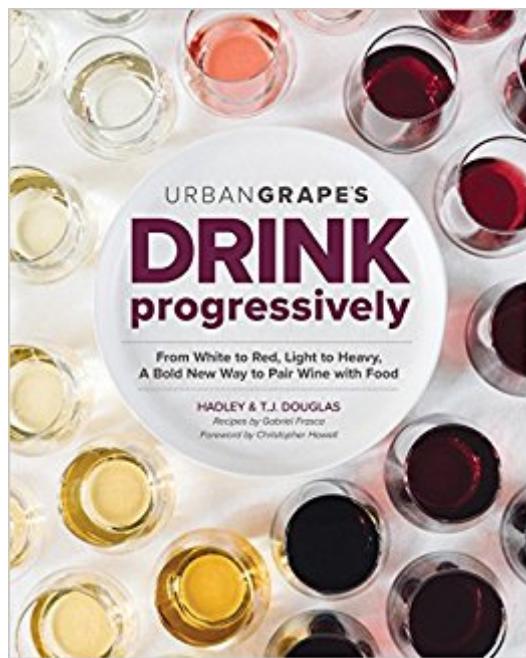


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# Drink Progressively: A Bold New Way To Pair Wine And Food



## Synopsis

Find the Perfect Bottle of Wine Every Time.. For most everyone, tasting and pairing wine can be a complex, confusing, and intimidating undertaking. Not anymore thanks to Drink Progressively. From Hadley and TJ Douglas, the wine experts and owners of Boston's popular The Urban Grape, Drink Progressively offers an easy and enjoyable method for discovering wines you'll love and expert advice on how to pair them with your favorite dishes. The Urban Grape's "Progressive Scale", a unique way of organizing wine from light-bodied to full-bodied, is all you need to make the puzzle pieces of wine fall into place. The lightest-bodied wines, comparable to skim milk in texture, start off the scale at 1, while the full-bodied wines, correlating to heavy cream, sit atop the scale at 10. Grasping this simple principle is the key to demystifying the challenge of food and wine pairings. With Drink Progressively, you'll find everything you need to select the perfect wine for any occasion, including Hadley and TJ's favorite regions and varietals from each progressive category; what to eat (and what to avoid) with each wine type; expert hints, tips, and know-how to make you wine savvy at home, any restaurant, and in your favorite wine shop; and delicious recipe pairings from Gabriel Frasca, executive chef of Nantucket's acclaimed Straight Wharf. Brimming with interesting, fun, and useful wine advice, Drink Progressively is the ideal book for anyone who enjoys wine or wants to learn how.

## Book Information

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## Customer Reviews

TJ and Hadley Douglas are the husband and wife owners of The Urban Grape, a ground-breaking

and wildly popular wine store in Boston. The store concept is simple, but revolutionary: Drink Progressively. Their system of sorting wine by its body, instead of by varietal or region, brings ease and an unexpected surprise to customers, and business is booming as a result. The Urban Grape has won accolades as Boston's Best Wine Store from both the Boston Magazine and The Improper Bostonian, as well as a 50 on Fire award from BostonInno, an innovation think tank in the city. As the wine buyer, head sales person, and architect of Drink Progressively for The Urban Grape, TJ is directly responsible for the store's success. He has been profiled by Boston Magazine, Boston Common, The Boston Globe, The Boston Herald, The Improper Bostonian, Massachusetts Beverage Journal, and Terroirist. Thanks to TJ's leadership, The Urban Grape was also called "Boston's Revolutionary Wine Store" in a cover story for Beverage Dynamics. He has taught classes on drinking progressively at the Boston Center for Adult Education, and at events like the Boston Wine Expo. TJ also consults with area restaurants on making their wine lists more user-friendly and accessible. Hadley's background is in marketing, events, and philanthropic management. If TJ's job is to sell what's in the store, Hadley's is to sell the store itself. She has built a loyal community through Twitter, Facebook, and her widely read blog and weekly newsletters. Hadley coordinates wine-focused lifestyle contact for websites like Style Me Pretty, Living, and Racked, and in magazines like Boston Home. The official voice of The Urban Grape, Hadley translates "wine speak" to UG's customers in a clear, fun, and vibrant way. Additionally, she directs all of the store's charitable giving, ensuring that the store is a good community partner to its customers and to the South End neighborhood where the store is located. Together, TJ and Hadley are the parents of two wonderful boys, Noah and Jason, who were each selling Pinot Noir on the playground by the age of three. When TJ and Hadley are not drinking and selling wine, they can be found hiking, skiing, and beaching it with their sons, and the family dog Zeus. Gabriel Frasca is the co-owner and chef at The Straight Wharf and Ventuno restaurants on Nantucket. His cooking has been featured in Food & Wine, Bon Appetit, The New York Times, and The Boston Globe. A Starchefs Rising Star, Gabriel was named Best New Chef by both Boston magazine and The Improper Bostonian, and has three times been tabbed as a James Beard Foundation Best Chef Northeast semi-finalist.

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