

Meet Marnie

Marnie Old is the friendly wine expert everyone wants to get to know.

In the stuffy wine world, Marnie stands out as a breath of fresh air. Like all top sommeliers and wine authors, Marnie knows her stuff – not just on wine, but on beer and cocktails, service and marketing as well. But, unlike many of her peers, she focuses on matters of real-world relevance to wine drinkers, like pairing wine and food. An engaging and entertaining speaker, Marnie is known for her intuitive insights and refreshingly direct explanations of complex drinks topics.

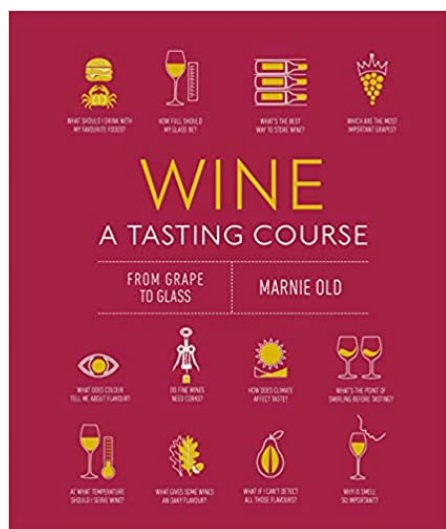


Marnie is an articulate master of her craft with authoritative credentials:

- ✦ Author of 5 award-winning books: Wine: A Tasting Course, Wine Secrets, Passion for Wine, Wine Simplified & He Said Beer, She Said Wine.
- ✦ Former Director of Wine Studies for Manhattan's French Culinary Institute [now the International Culinary Center].
 - ✦ Founding Education Chairperson and Board Member for the American Sommelier Association.
 - ✦ Former Director of Vin-lightenment for one of the world's finest family-owned wine companies: Boisset Collection, based in Burgundy, France and Napa Valley.
 - ✦ Wine education columnist for the Philadelphia Inquirer newspaper since 2008.
 - ✦ Former content marketing consultant for the beverage and hospitality trades.
 - ✦ Expert speaker with exceptional presence, energy and charm.
 - ✦ Among the most watched wine experts on YouTube.



Marnie's Newest Edition: Wine - A Tasting Course



Wine: A Tasting Course is the first wine basics book to fully harness the power of images to communicate complex wine concepts. Brilliantly expanded in its second edition in 2022, this powerful primer features all new graphics and is available in 15+ languages. Like all of DK's books, it is vibrantly colorful, fully-illustrated and beautifully designed. Like all of Marnie's books, it is engaging, fun to read and packed with 'aha!' insights for beginners and aficionados alike.

Wine: A Tasting Course takes a refreshingly direct approach to making sense of wine with a focus on topics of real-world relevance like wine shopping, food pairing, home entertaining and sensory orientation. Marnie's concise explanations of simple organizing principles and masterful distillations of insider insights can help anyone to declare *vin-dependence* and achieve *vin-lightenment*.

[DK Publishing 2014 & 2021]



"Revolutionary and refreshingly direct in its design and approach... A must-read."

Vintner Michael Mondavi / Napa Valley

"Perhaps the BEST wine basics book I've seen to date... It's a must!"

Wine Author Anthony Dias Blue / Los Angeles

"Clear, concise and conceptually brilliant."

Mixologist Jim Meehan / New York

"My new go-to book for anyone just starting their wine journey."

Master Sommelier Tim Gaiser / San Francisco

"Perfect for visual learners like myself."

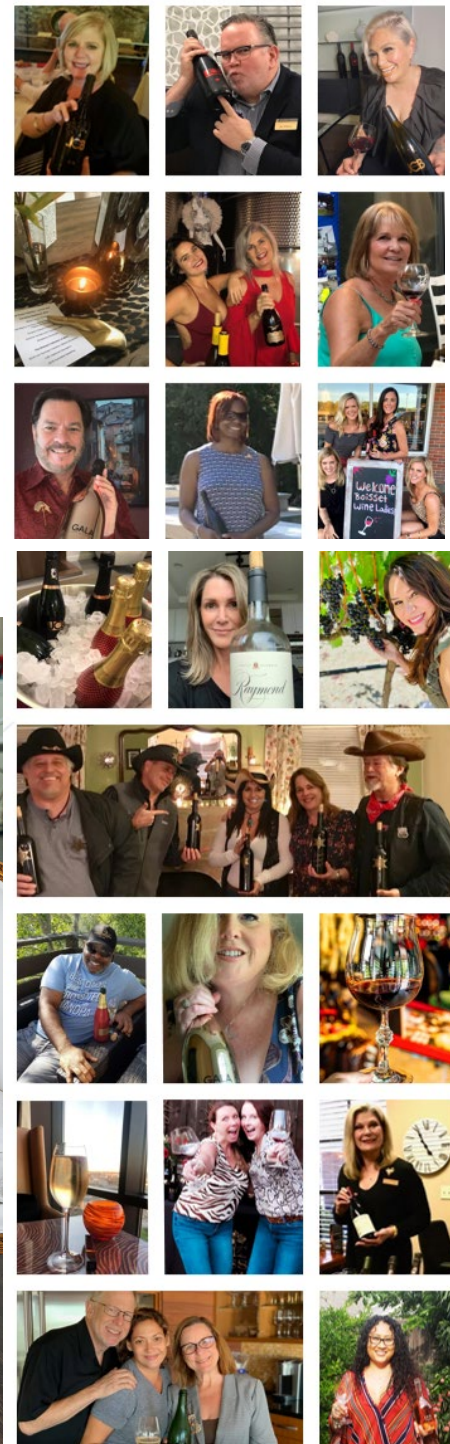
Brewer Sam Calagione / Delaware



Marnie's Leadership in Direct Online Wine Sales

As Boisset Collection's director of vin-lightenment from 2018 through early 2025, Marnie's mission was to help create the most passionate, inspiring and inclusive wine community in the world: the innovative Boisset Wine Ambassador program.

Created by one of the most creative and engaging vintners on earth, Jean-Charles Boisset, this program combined key elements of multiple cutting-edge strategies, including word-of-mouth marketing, network marketing and content marketing to drive direct-to-consumer sales through a nationwide network of over 1,000 Boisset Ambassadors. Each acted as social media influencers, personal shoppers and wine advisers in their local communities, organizing wine tastings, enrolling club members and earning commissions for facilitating sales. Marnie's role as the program's sommelier, spokesperson, wine educator, and marketing director was central in driving the enviable level of social media engagement earned by Boisset Collection and its brands.



Marnie's YouTube Tutorials: & Wine Simplified App

Marnie's digital Wine Simplified book may no longer be available for download, but lives on through its wildly popular wine tutorial videos, which can be accessed via the Wine Simplified YouTube channel. These refreshingly direct explanations of complex wine ideas have millions of views and have even been recommended as being among the best content for wine beginners available online by the Wall Street Journal (Lettie Teague 2014).

Rather than drowning the reader in wine data, Wine Simplified provides useful tools for real-world tasks, like shopping for wine, pairing with food and talking about wine with confidence.

[Open Air Publishing 2012]



DIGITAL BOOK WORLD gave
Wine Simplified their
2013 Publishing Innovation Award
for '**Best Non-Fiction App**'

YouTube CA Search

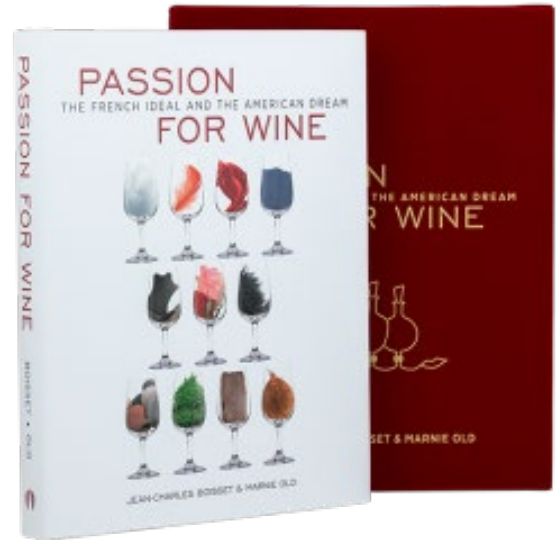
Why Does Wine Cost So Much Money? - Wine Simplified

Wine Simplified
betterbooktv - 14 / 16

- 1 The Difference between New and Old World Wine - Wine...
betterbooktv 2:59
- 2 What to Look For on a Wine Label - Wine Simplified
betterbooktv 2:59
- 3 How to Shop for Wine Like a Pro - Wine Simplified
betterbooktv 2:00
- 4 How Salt and Sugar Affect the Taste of Wine
betterbooktv 4:02

Marnie's Latest Book: Passion for Wine

Where most wine books drain the enjoyment from wine by drowning the reader in data points, *Passion for Wine* is elegant in its simplicity, uplifting in its empowering message and fearlessly honest in its embrace of the central truth behind wine's appeal – that wine brings pleasure not only through the sum of its flavor, texture and scent, but also in its extraordinary ability to elevate life's precious moments and strengthen the bonds of humanity that connect us all. *Passion for Wine* charts an unconventional path toward wine enlightenment. It makes use of the lessons of Franco-American history, the principles of sensory science, the power of visualization and the reassuring constancy of mother nature's ways to make sense of wine.



[Southwest Publishing 2018]

Marnie teams up with one of the world's most charismatic French vintners, Jean-Charles Boisset!

Available with or without a red velvet slipcover.



BOISSET
Collection

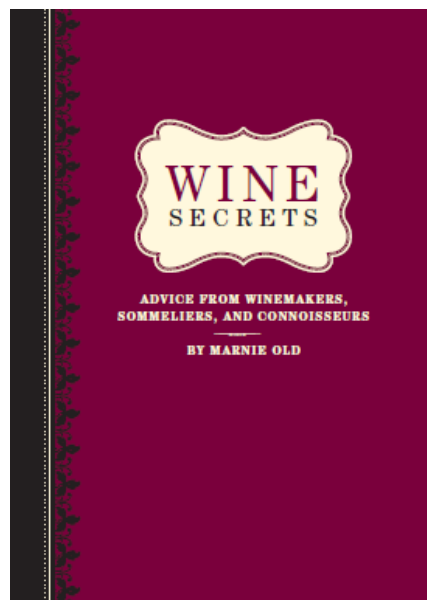


Marnie's Advice Book: Wine Secrets

This terrific little hardcover book is a beautifully-packaged collection of concise wine advice from 40 top experts in the wine field.

Marnie has compiled insider insights on tasting, pairing, serving and shopping for wine from an impressive roster of famous vintners, authors, chefs and sommeliers. Shaped by her educator's eye for consumer relevance, each segment delivers sound guidance in a convenient 'How To' format. Marnie's gift for communicating about wine with uncommon clarity makes *Wine Secrets* a fascinating read for novices and connoisseurs alike.

[Quirk Books 2009]

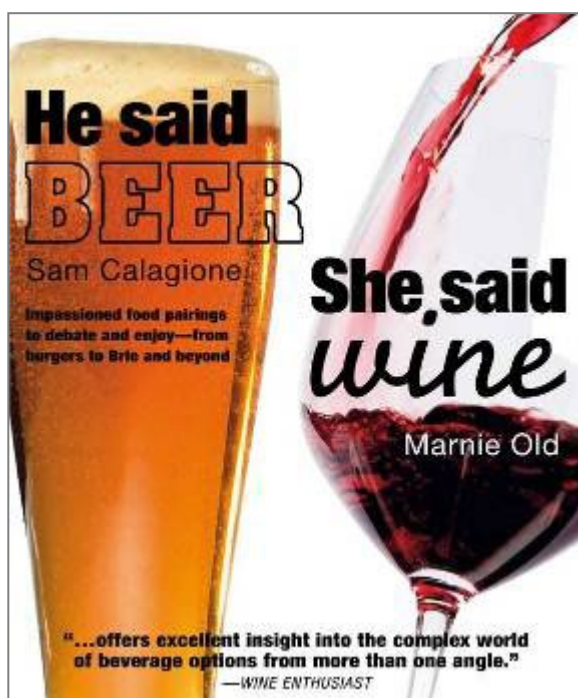


Did you know that alcohol content can predict wine style? Or that freezing opened wine can preserve its flavor for months, or even years?

Wine Secrets is packed with tips with real-world relevance from leading figures in the wine world:

- Vintners like Michael Mondavi, Jean Trimbach, David Ramey & Gina Gallo
- Authors like Jancis Robinson, Kevin Zraly & Mark Oldman
- Chefs and restaurateurs like Jacques Pépin & Valentino's Piero Selvaggio
- Master Sommeliers like Doug Frost, Madeline Triffon & Evan Goldstein

Marnie's Food Pairing Book: He Said Beer, She Said Wine



In her first book, Marnie goes toe to toe with co-author and brewing legend Sam Calagione of Dogfish Head Craft Brewery in a lively tongue-in-cheek debate on the relative merits of beer and wine as food partners.

Packed with photos on every page, this fun-filled book is a delightful romp through the world of wine and beer, a light-hearted take on topics that are often taken too seriously. Marnie and Sam are colorful characters and respected experts who pull no punches hashing out their disagreements on matching their drinks to cuisines of all kinds.

[DK 2008]

Marnie duked it out with the beer world's hottest personality Sam Calagione.

Now in Paperback!



Marnie's Event Planning: Philly Bierfest and Beyond

Marnie is a talented hospitality professional who organizes both public and private events that have a distinctive creative flair.

Marnie is the founder and mind behind the wildly popular and weirdly wonderful Philly Bierfest, now celebrating its 13th year. This 1,000 person festival celebrates Pennsylvania's German brewing heritage and touts the much-maligned lager styles with ogle-worthy entertainment, like Berlin Bierlesque, Oompah-Funk, and Roller-Derby Arm-Wrestling.

Marnie also organizes drink-centric events and series for corporate clients and trade associations, as well as advising on annual non-profit fundraising events, including:

- Vibrant Rioja Tasting Events [Public]
- Wells Fargo Holiday Client Events [Private]
- ZenSights Conference Entertainment [Private]



Marnie's Expert Speaking: World-Class Presentations

Marnie is a well-respected speaker on the national circuit for both wine and beer, known for her infectious enthusiasm and riveting performance style.

Speaking engagements include:

Food & Wine Classic
in Aspen, Colorado

New York Wine Expo and
Cook, Eat, Drink, Live in New York

Society of Wine Educators Conference
in Orlando, Florida

Wines from Spain 'Great Match'
in Miami, Florida & New York, NY

Holland-America Food & Wine Cruises,
in California and Hawaii

Le Mondial de la Bière in Montréal, Québec

Pittsburgh and Philadelphia Wine Festivals
in Pennsylvania



Marnie's Consulting Services: Old Wines

Marnie added an exciting new role to her resumé in 2015: cartoon character in content marketing!

Check out her consumer-oriented animated video series called "EXPLAINING WINES FROM SPAIN"

Marnie provides expert marketing advice and beverage guidance to clients that range from the biggest players in the wine scene to individual collectors.

Select clients and projects include:

Wines from Spain USA – New York
Content Marketing, Animation & Education

Boisset Collection – California & Burgundy
Content Marketing & Information Design

Pennsylvania Liquor Control Board
Retail Marketing, Public Relations & Education

Morimoto Restaurant – New York
Wine List & Information Design & Staff Training



BOISSET
Collection

STARR
RESTAURANTS



morimoto

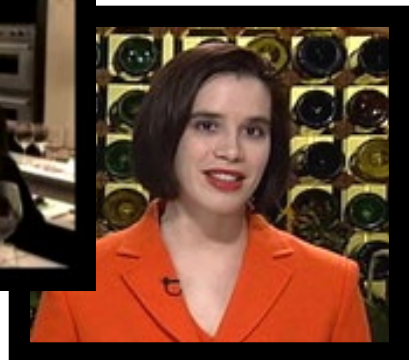
Marnie's Classes: Wine & Spirits Education

Marnie's gift for communicating about wine, beer and customer service with uncommon clarity is a result of her lifelong dedication to teaching.

While the majority of wine education is conducted by wine suppliers, Marnie has been teaching independent programs since 1997, focusing on entry-level learners and on train-the-trainer formats for the trade.



By emphasizing practical skills and big-picture concepts she reaches audiences that traditionally find wine alienating. Marnie developed the American Sommelier Association's first introductory wine course and an early online wine program for the University of Delaware's hospitality program. She later refined her methods at the prestigious French Culinary Institute, where she taught for eight years under celebrity wine dean Andrea Robinson. When the organization re-organized as the International Culinary Center in 2007, Marnie became director of wine studies and created her own cutting-edge pairing-focused wine curriculum for culinary students and continuing education programs. In 2009, she joined Astor Center's team of skilled wine instructors.



Praise for Marnie Old:

Kevin Zraly – Wine Author

"Marnie is one of the most efficient and entertaining educators in the US."

Michael Mondavi - California Vintner

"Marnie is a breath of fresh air in the wine world."

Ina Garten – Food Network's 'Barefoot Contessa'

"[Marnie's seminar] was stunning - truly brilliant. Just when everyone is afraid of hearing about vintages and "notes of barnyard and raspberries" that they'll never remember, [she] gave a talk that's completely accessible on just the topic that everyone wants to hear about - what to drink with dinner!"

Stephen Starr – Restaurant Magnate

"Marnie knows what people want to drink before they do, and her instincts are as solid for the general public as they are for the foodie fringe."

Andrea Robinson –
Master Sommelier & Author

"Marnie is the ultimate sommelier: a fun and 'get-it-done' teacher who puts it all in plain language without losing the luster of the topic. She has a terrific palate with razor-sharp technical skills. The students – from all walks of life and knowledge-levels – love her and her work."

Mary Harris – Corporate Client

"[Marnie's] creative wine tasting plan was so much fun – even the non-drinkers are still talking about it!"





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