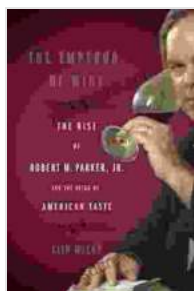# The Rise of Robert Parker Jr. and the Reign of American Taste

In the realm of wine, the name Robert Parker Jr. looms large. Often hailed as the most influential wine critic in history, Parker's palate has shaped the global wine industry for over four decades.

Born in Baltimore, Maryland, in 1949, Parker developed a passion for wine at an early age. He honed his palate through extensive tasting and reading, and in 1978, he founded The Wine Advocate, a newsletter that would revolutionize the way wine was evaluated and consumed.

The Emperor of Wine: The Rise of Robert M. Parker, Jr., and the Reign of American Taste by Elin McCoy

★★★★☆ 4.4 out of 5

Language	: English
File size	: 923 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 388 pages

FREE

DOWNLOAD E-BOOK 📄PDF

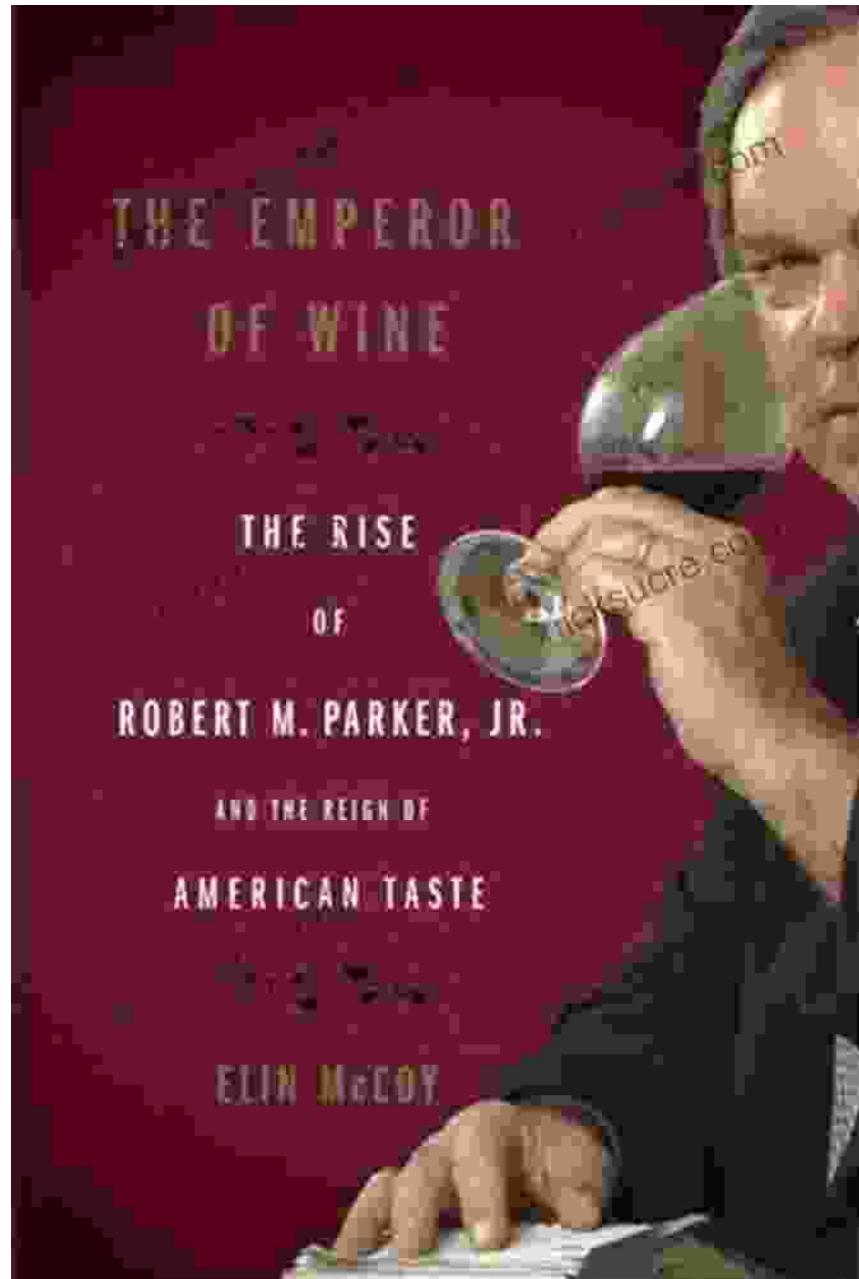## The Parker Point System

Parker's major contribution to wine criticism was his iconic 100-point scoring system. Unlike previous rating methods, the Parker Point System provided consumers with a straightforward, numerical assessment of a wine's quality. Wines rated 90 points or higher were considered exceptional, while those below 80 were deemed undrinkable.

The Parker Point System became a powerful marketing tool, as wineries sought to attain high scores to boost sales. In time, it became the de facto standard for wine evaluation, influencing collectors and enthusiasts alike.

The Impact on American Taste

THE EMPEROR
OF WINE

THE RISE
OF
ROBERT M. PARKER, JR.
AND THE REIGN OF
AMERICAN TASTE

ELIN McCOY

American Wine Consumption

Parker's influence extended far beyond wine enthusiasts. His ratings had a profound impact on American wine consumption. He championed California wines, particularly Cabernet Sauvignon, and his high scores helped elevate these wines to international prominence.

The demand for American wines soared, and wineries across the country benefited from Parker's unwavering support. The United States emerged as a major wine-producing powerhouse, challenging the traditional dominance of European wine regions.
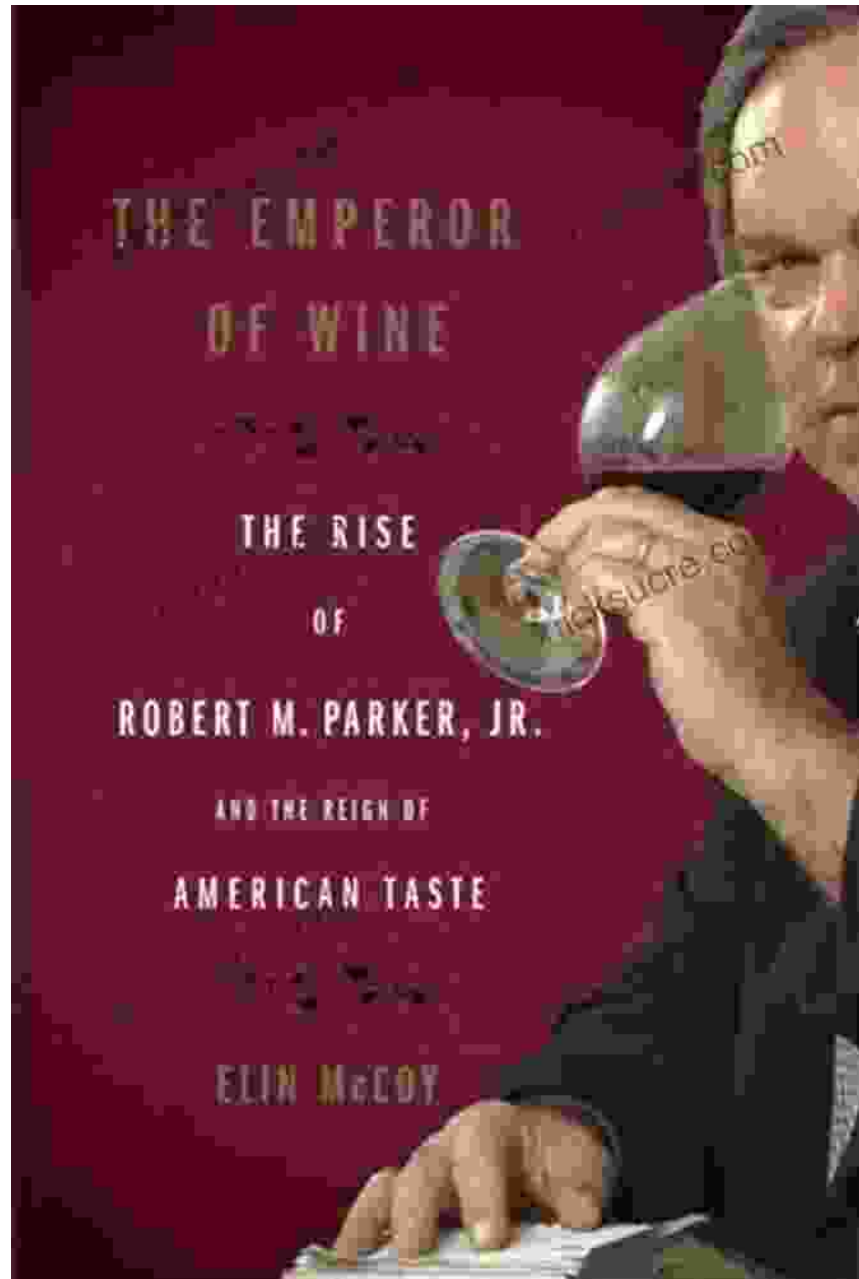
Expansion and Criticism

Over the years, Parker's empire grew significantly. He expanded The Wine Advocate to cover wines from around the world, and he established a team of critics to assist him in evaluating wines.

However, Parker's influence also drew criticism. Some accused him of favoring certain wineries and regions, and others argued that his focus on high-scoring wines led to a homogenization of taste.
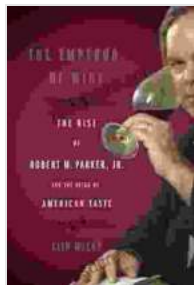
Legacy and Influence

Parker Legacy

Despite the controversies, Parker's legacy as a wine critic is undeniable. His influence on the wine industry has been profound, and he has played a pivotal role in shaping American taste.
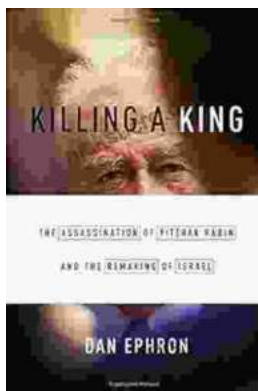
Parker's retirement from The Wine Advocate in 2019 marked the end of an era, but his legacy continues to inspire and guide wine lovers and professionals alike.

The Emperor of Wine: The Rise of Robert M. Parker, Jr., and the Reign of American Taste by Elin McCoy

★★★★☆ 4.4 out of 5

Language	: English
File size	: 923 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 388 pages

FREE

DOWNLOAD E-BOOK 📄PDF

Killing A King: The Assassination Of Yitzhak Rabin And The Remaking Of Israel

The Assassination Of Yitzhak Rabin And The Remaking Of Israel ## ** An Event That Reshaped a Nation's Destiny ** On an autumn evening in 1995, a single shot shattered...

Death in Benin: Where Science Meets Voodoo

In the West African nation of Benin, death is not simply the end of life. It is a complex and mysterious process that is believed to involve both the physical and spiritual...