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Do you like or do you love wines?

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The purpose

- ⌘ What is the difference between a wine-drinker and a wine-lover ?

The wine-drinker

- ❧ The art of choosing wine
 - ❧ The extended quality enquiry on what are the reliable signals, information-sources etc...
 - ❧ The meta enquiry on reliability
- ❧ An expert in informations about quality
 - ❧ a reduced place for the taste

The wine-lover

☞ Opening the place of taste

- ☞ Increased intensity and surface of perception
- ☞ The meta enquiry : the taste question

☞ An expert in taste

- ☞ The reduced place of any information but MY taste

Conclusion

- ☞ Two different kinds of « experts »
 - ☞ The quality-enquiry
 - ☞ The « dé-gusta-tion », a taste-enquiry

- ☞ Why is the wine-lover seen as a snob ?