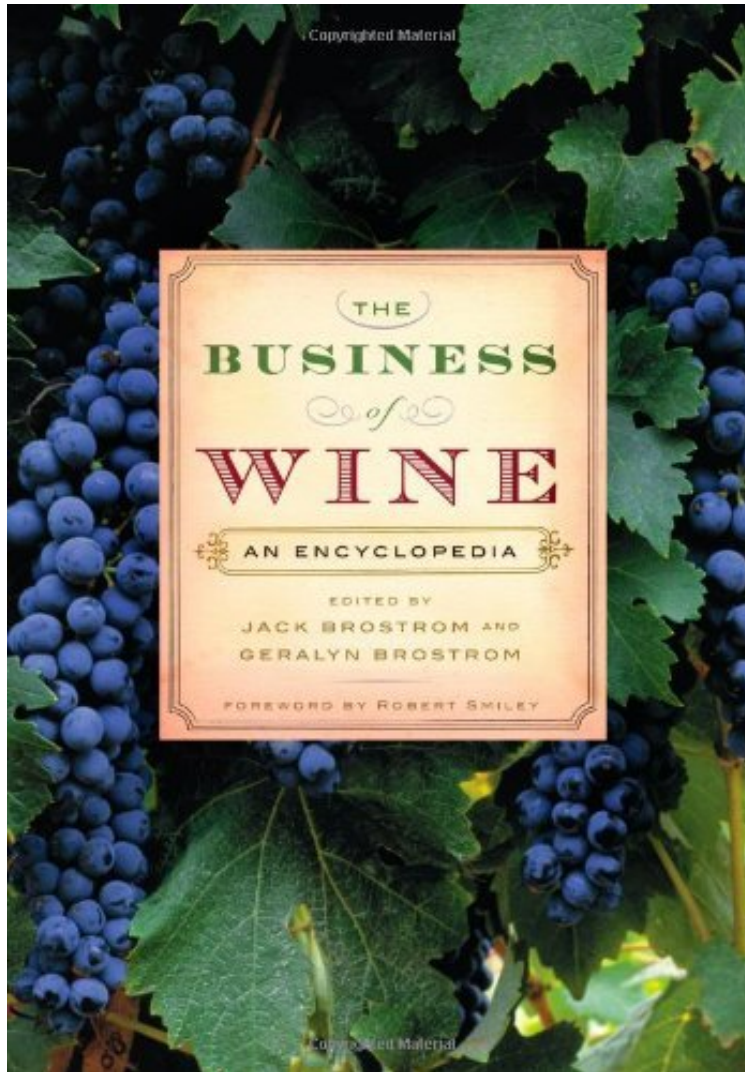


The Business of Wine: An Encyclopedia

Geralyn G. Brostrom, Jack Brostrom
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Geralyn G. Brostrom, Jack Brostrom : The Business of Wine: An Encyclopedia before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Wine: An Encyclopedia:

6 of 11 people found the following review helpful. Help!By CustomerThis book might be filled with good information, but with the Kindle edition it's not worth finding. The TOC is woefully insufficient. It will point you for example to the 'Alphabetical List of Entries', a 'Topical List of Entries' or 'The Encyclopedia', but once there you will find a list. Not interactive. Just a list. How do you find info on 'Distributors'? The TOC is no help. You have to do a search on the word, then scroll through the instances when 'distributors' shows up. In an encyclopedia of the wine business you can imagine it shows up a few times. How do you tell which instance is the encyclopedia article or just the word used in a sentence? You can't. Also imagine an index where everything is referenced by page numbers and

you have a Kindle with location numbers. I like my Kindle, and luckily this book is not my first 'Kindle experience', but I think at a minimum using a Kindle should represent an enhanced reading experience, and a 'reference' book that doesn't let you access the reference materials is unacceptable.

Wine has been a beverage staple since ancient times, especially in Europe. Today's global wine business is thriving, and American consumption of wine has increased dramatically in recent years, with the health benefits touted in the media. More Americans are becoming interested in learning about wine, and they are taking winery tours and attending wine tastings. *The Business of Wine: An Encyclopedia* is a necessary part of wine education for everyone from the curious consumer to the oenophile or business student and industry professional. It appeals to even the casual browser who wants to be more informed about wine terminology such as terroir or varietal labeling or what constitutes a Pinot Grigio or a Cabernet Sauvignon. More than 140 entries illuminate the regions, grapes, history, wine styles, business elements, events, people, companies, issues, and more that are crucial to the wine industry. Today's wine industry is an unusually complex network of interrelated businesses that collectively serve to produce wine and get it into the hands of consumers all over the world. This A-Z encyclopedia shows how production, distribution, and sales segments work together to bring wine to the public and describes the trade in wine and its related subsidiary elements. Written by a host of wine professionals, this is the most up-to-date source to understand what goes into the enjoyment of a glass of wine. An appendix with industry data, sidebars, and a selected bibliography complement the A-Z entries.

"Geraldyn Brostrom (certified wine educator), Jack Brostrom (book editor, wine retailer and producer), and more than 60 contributors provide an up-to-date status report on today's wine industry in an encyclopedic format. From airlines to Zinfandel, the book covers the industry from viticulture to production and from sales to consumption. Topics also include history, legal and regulatory issues, wine varieties, wine-growing regions, and the world's wine markets. The book also includes alphabetical and topical lists of entries and a bibliography." - Reference Research Book News

About the Author
GERALYN BROSTROM is the vice president of education for Winebow, an importer and distributor of fine wines. Her specialization is in wine education. She has served as executive director and director of education for the Society of Wine Educators.
JACK BROSTROM is a book editor with a long-time interest in wine. He has worked in wine retail and production.