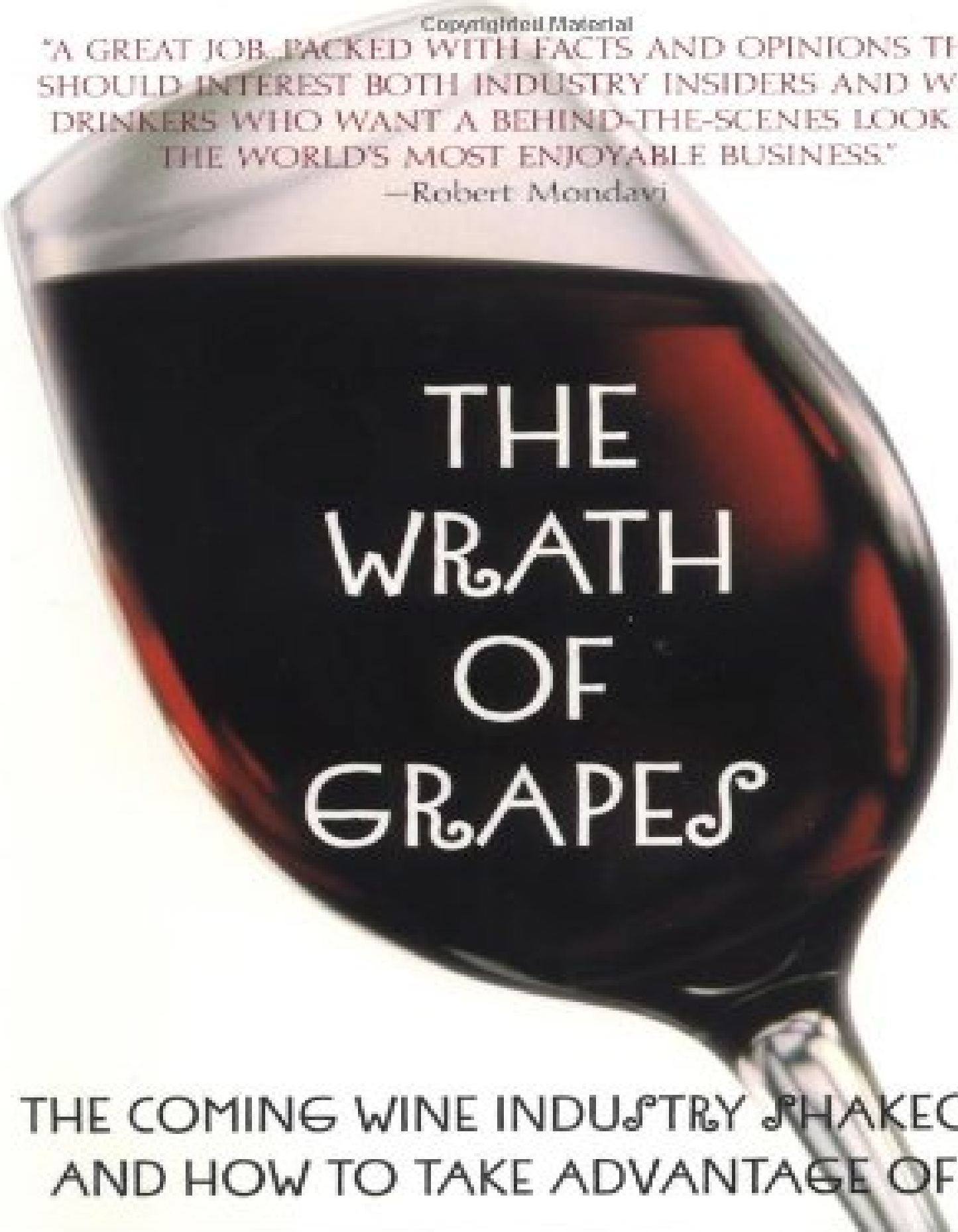


Copyrighted Material

"A GREAT JOB, PACKED WITH FACTS AND OPINIONS THAT SHOULD INTEREST BOTH INDUSTRY INSIDERS AND WINE DRINKERS WHO WANT A BEHIND-THE-SCENES LOOK AT THE WORLD'S MOST ENJOYABLE BUSINESS."

—Robert Mondavi



THE WRATH OF GRAPES

THE COMING WINE INDUSTRY SHAKEOUT
AND HOW TO TAKE ADVANTAGE OF IT

LEWIS PERDUE

Foreword by Don Sebastiani, CEO, Sebastiani Vineyards

Resumo de The Wrath of Grapes: The Coming Wine Industry Shakeout and How to Take Advantage of It

Over long, hard decades, American winemakers have won the respect of connoisseurs everywhere. Many of the world's most cherished, and expensive, wines come from the United States.. But today, the unique and eccentric wine industry faces a grim set of challenges that could transform it forever: oversupply in the face of flat consumption, devastating vineyard diseases, an antiquated distribution system, fierce competition from abroad, attacks from anti-alcohol forces, and an inability to capitalize on wine's proven health benefits. But for you, these woes can be an opportunity, as wine journalist Lewis Perdue explains in this fascinating book.

Clearly and crisply, forsaking the snobbish "winespeak" that helps keep wine mysterious and is itself one of the industry's problems. Perdue takes you behind the scenes to show you why a shakeout is imminent and unstoppable, and how you can benefit from understanding the situation- from drinking better wine less expensively to investing in a business where the perks can be decanted from a bottle.

Pullin no punches, naming names, this is an invaluable glimpse into a colorful, competitive, cantankerous world whose current troubles can actually add immeasurable pleasure to your life.

[Acesse aqui a versão completa deste livro](#)