



Business Of Wine The An Encyclopedia

Author :Geralyn G Brostrom Jack Brostrom / **Category** :Social Science / **Total Pages** : 328 pages

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Summary : Free business of wine the an encyclopedia pdf download - 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

Pusblisher : ABC-CLIO on 2008-12-30 / **ISBN** : 9780313354014

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