



# The Business of Wine: An Encyclopedia

*Geralyn G. Brostrom, Jack Brostrom*

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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.



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