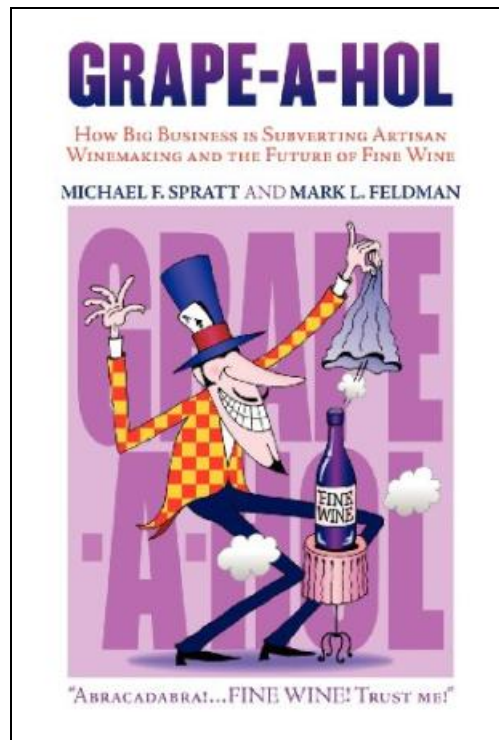


Grape-A-Hol: How Big Business Is Subverting Artisan Winemaking and the Future of Fine Wine



Filesize: 4.47 MB

Reviews

Great e book and beneficial one. It is amongst the most awesome pdf i actually have read through. You wont feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).
(Dorothy Daugherty)

GRAPE-A-HOL: HOW BIG BUSINESS IS SUBVERTING ARTISAN WINEMAKING AND THE FUTURE OF FINE WINE

[DOWNLOAD](#)

To save **Grape-A-Hol: How Big Business Is Subverting Artisan Winemaking and the Future of Fine Wine** eBook, please click the button beneath and save the file or gain access to other information that are related to GRAPE-A-HOL: HOW BIG BUSINESS IS SUBVERTING ARTISAN WINEMAKING AND THE FUTURE OF FINE WINE book.

Dog Ear Publishing, United States, 2012. Paperback. Book Condition: New. 234 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.The world is awash with wine - nearly 30 billion liters are produced every year. But how much is truly fine wine? Vastly less than what is claimed to be. By coining the term Grape-a-hol and defining it as an alcoholic beverage made from fermented grape juice and passed off as a substitute for fine wine, this book exposes the questionable practices of big business and the regulatory myopia of governments that are subverting artisan wine making, altering consumer tastes, and sabotaging the future of fine wine. Industry insiders themselves, the authors draw on their intimate knowledge of both the U.S. and New Zealand wine industries to reveal how the line between fine wine and bulk wine has become dangerously blurred. But it is not too late. Grape-a-hol is a rallying cry to everyone who believes it is only art - not economics - that can create truly fine wine. MICHAEL F. SPRATT, Ph.D. is a founder and owner of Destiny Bay Vineyards. Michael currently serves as President of the Waiheke Winegrowers Association, is a Director of New Zealand Winegrowers, and a founding member of The Specialist Winegrowers of New Zealand. Prior to launching Destiny Bay in 2000, he was a partner in mergers acquisitions consulting for PricewaterhouseCoopers in their San Francisco office. In addition to his 20 year career as an international management consultant, he spent nearly a decade in production and business management in the micro-electronics industry in Silicon Valley. Michael holds a Ph.D. in Psychology from the University of California at Berkeley. He has written a number of articles on wine industry issues in New Zealand. MARK L. FELDMAN, Ph.D. is the CEO...

[Read Grape-A-Hol: How Big Business Is Subverting Artisan Winemaking and the Future of Fine Wine Online](#)[Download PDF Grape-A-Hol: How Big Business Is Subverting Artisan Winemaking and the Future of Fine Wine](#)

Other eBooks

**[PDF] I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book**

Access the link beneath to get "I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book" PDF document.

[Read eBook](#)

»

**[PDF] Oxford Very First Dictionary**

Access the link beneath to get "Oxford Very First Dictionary" PDF document.

[Read eBook](#)

»

**[PDF] Oxford First Illustrated Maths Dictionary**

Access the link beneath to get "Oxford First Illustrated Maths Dictionary" PDF document.

[Read eBook](#)

»

**[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half**

Access the link beneath to get "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" PDF document.

[Read eBook](#)

»

**[PDF] The Voyagers Series - Europe: A New Multi-Media Adventure Book 1**

Access the link beneath to get "The Voyagers Series - Europe: A New Multi-Media Adventure Book 1" PDF document.

[Read eBook](#)

»

**[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)**

Access the link beneath to get "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" PDF document.

[Read eBook](#)

»