



The Wrath of Grapes: The Coming Wine Industry Shakeout And How To Take Advantage Of It

By Lewis Perdue

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The Wrath of Grapes: The Coming Wine Industry Shakeout And How To Take Advantage Of It By Lewis Perdue

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. Pulling 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.

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Editorial Review

Review

"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*

"A much-needed, unsugared view of the wine business and the people who run it." -- -- *Frank Prial, The New York Times*

"Perdue writes with style, wit and charm, all the while turning over the dirty little secrets that the wine barons would rather you didn't know. It's enough to turn them teetotaler." -- *Jay Palmer, Senior Editor, Barron's*

Breezy, conversational, and fun to read. Each chapter is fascinating.(--The St. Helena (CA) Star) -- *The St. Helena (CA) Star*

About the Author

Lewis Perdue is president of IdeaWorx(<http://ideaworx.com>), an Internet e-commerce and marketing company, and also publisher of *Wine Investment News*(www.wineinvestmentnews.com). He founded *Wine Business Monthly* and the *Insider*, the dominant wine trade publications in North America. He is the author of 17 books, including 11 novels. Previously, Perdue founded a wine importing company(Wines West, L.A.) and a Silicon Valley marketing firm, and was involved in launching three Silicon Valey technology companies. He has served as a top aide to a U.S. Senator and a state governor, taught journalism at Corness and UCLA, Capitol Hill and the White House for Dow Jones/Ottaway, Gannett, States News Service and others. He live in Sonoma, California with his wife Megan, son William, and daughter Katherine.

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