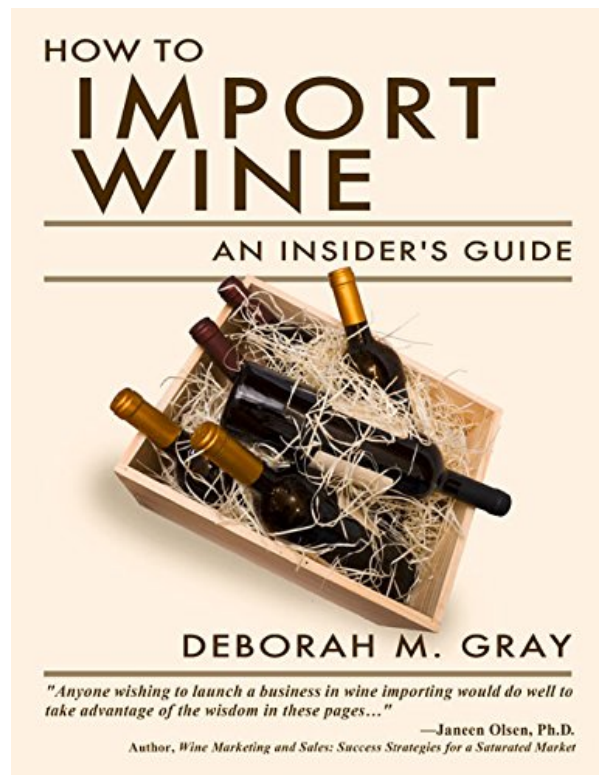


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*"Anyone wishing to launch a business in wine importing would do well to take advantage of the wisdom in these pages..."*

—Janeen Olsen, Ph.D.

Author, *Wine Marketing and Sales: Success Strategies for a Saturated Market*

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# HOW TO IMPORT WINE: AN INSIDER'S GUIDE BY DEBORAH M. GRAY PDF

In the first book of its kind, author and veteran importer Deborah M. Gray offers the benefit of her vast experience in this comprehensive guide to the perils and best practices of the fascinating career of a wine importer. She gives invaluable insider information and the necessary tools, resources, and real world advice to create a strong business model and a portfolio to match. She details the critical considerations in branding, packaging, pricing, licensing and regulations, shipping, warehousing, marketing, and more. The book is filled with specific examples of importing triumphs and failures, with particular interest paid to arguably the most important element of business success: acquiring and maintaining effective distribution.

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- Binding: Paperback
- 288 pages

Most helpful customer reviews

1 of 1 people found the following review helpful.

A Wonderful Resource

By Bryce Young

To anyone looking for a 'checklist' in starting their own wine importing business, this book is a wonderful resource. 'How to Import Wine' is written in a direct manner, with clear explanations of the various requirements. The author includes personal scenarios at the end of each chapter that bring the contents to life. I know that I will continue to reference this book as my business develops.

Cheers,

Lauren Young

California Beverage Co.

How to Import Wine: An Insider's Guide

4 of 4 people found the following review helpful.

Indispensable!

By Ted Field

Deborah M. Gray begins "How to Import Wine: An Insider's Guide" talking about traveling through the countryside and finding that incredible wine you are certain is perfect for the American buying public. Immediately I was hooked. This is exactly my story. I had been a wine educator for years and felt that I had a pretty good handle on what American tastes were. All that was left to do was to find the right wines and the world would beat a path to my door.

Uh, wrong.

Wine importing is one big gray area. There are so many rules and regulations open for interpretation and unfortunately, they get interpreted and applied differently with every person you meet. In other words, wine importing can go from fun to daunting to downright confusing in a matter of days.

And this is the beauty of Deborah's book. She has been there and feels your pain. And most importantly, has lived to write about it. But here is the clincher. Yes, there are horror stories, but remarkably every page is filled with hope and humor. "How to Import Wine" is actually inspiring.

Each chapter covers one aspect of the wine import industry, from choosing your portfolio, to finding a distributor, to the ins and outs of shipping, etc. There is even a chart that shows you how to price your wines and what the final retail price should be. And it's not just a book about the big picture. Some of the details will have you thumping your head going, "I should have thought of that."

The final word? This book is indispensable if you, like me, have that dream to share your love of wine with America. And you won't put it down. You will keep referring to it like a beloved text book from your college years. Think lots of yellow highlighters and dogeared pages.

Deborah admits that wine importing it is hard work and takes determination, but the rewards are immeasurable. I highly recommend this book!

Ted Field - VGV Imports - Atlanta, Georgia

6 of 6 people found the following review helpful.

One of the best books on the US wines business

By B. Gutierrez

I had been looking for current and up to date information on the wine importing and distribution business and came upon Deborah's great book.

I didn't think a book about the wine business could be as interesting to read as this book was, but I found it very hard to put down. It is very well written. The narrative is informative with just the right tone. You feel like you are having a personal conversation with friend that is very knowledgeable about the business.

My personal interest was in finding out more about the importation of wines into the US and the distribution system that moves the product to retail. I got that and much more. Deborah provides detailed (and I mean detailed) description of what a person will encounter in the business. Lessons learned, pointers, and background on why you should do certain things over others are covered throughout.

I recommend this book to existing industry wine professionals, foreign wine producers, and anybody not in the wine business that desires a deep insider's view of how the wine business works in the US and how to be a part of it.

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