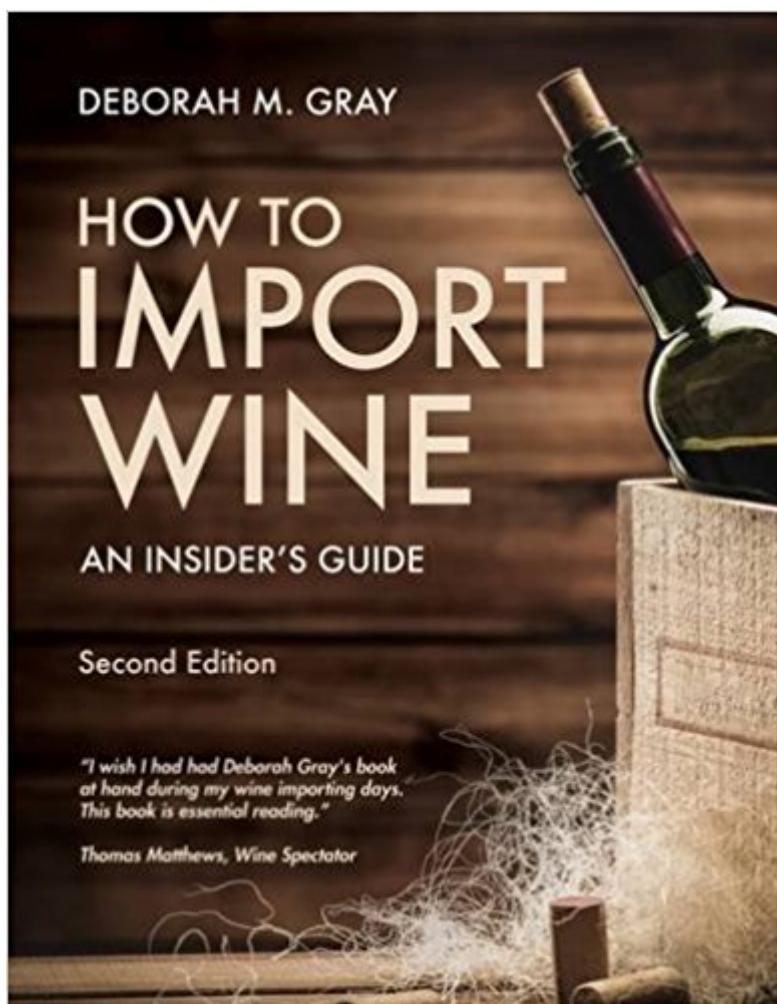


The book was found

# How To Import Wine: An Insider's Guide



## Synopsis

Since the 2011 publication of the first edition of *How to Import Wine* tectonic change has fundamentally reshaped the US wine business landscape. This comprehensively revised edition puts this new environment in a manageable, actionable context so that novices and veterans alike will be able to identify dangers and new opportunities in such areas as federal and state regulations, evolving distribution practices, the impact of social media and how to appeal to the new emerging tastemakers: Millennials. Drawing on her real-world experience of these new dynamics, Deborah M. Gray provides essential tools for the establishment of a progressive US wine importing business. As in her first book, 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.

## Book Information

Paperback: 304 pages

Publisher: Board and Bench Publishing; 2 edition (November 1, 2017)

Language: English

ISBN-10: 1935879405

ISBN-13: 978-1935879404

Product Dimensions: 5.9 x 0.9 x 8.3 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #225,095 in Books (See Top 100 in Books) #49 in Books > Business & Money > International > Exports & Imports #226 in Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Wine

## Customer Reviews

"I wish I had had Deborah Gray's book at hand during my wine importing days. This book is essential reading." —Thomas Matthews, Wine Spectator

Deborah M. Gray is a wine importer who has worked with distributors throughout the United States, conducted wine dinners and tasting, and spoken at wine festivals, and on radio and television. She lives in southern California.

[Download to continue reading...](#)

WINE: Wine Lifestyle - Beginner to Expert Guide on: Wine Tasting, Wine Pairing, & Wine Selecting (Wine History, Spirits, World Wine, Vino, Wine Bible, Wine Making, Grape, Wine Grapes Book 1) Wine Tasting: Secrets of Wine Tasting - The Ultimate Guide To Learn Everything About Wine Tasting & Wine Pairing (Wine Selecting, Wine Variety, Wine Making, Wine Education) Wine: Ultimate Wine Handbook – Wine From A-Z, Wine History and Everything Wine (Wine Mastery, Wine Sommelier) How to Import Wine: An Insider's Guide Wine Making: The Ultimate Beginner's Guide To Wine Making - Learn How To Make Delicious Wine At Home (Home Brew, Wine Making, Wine Recipes) Wine: Everything You Need to Know About Wine From Beginner to Expert (Wine Tasting, Wine Pairing, Wine Lifestyle) Wine Guide: Learn everything you need to know about wine tasting & wine selecting - Includes tips and tricks (Wine Making and Tasting Books Book 1) Wine Making: For Beginners - Discover The Joyfulness Of Home Wine Making (Home Brew, Wine Making, Wine Recipes) Wine: The Ultimate Educational Resource Of Red Wine, Types And Origin, Red Wine Selecting & Food Pairing And Tips On Wine Occasion Matching Bordeaux Wine Tour Journal: Sip Smile Write Repeat Wine Tour Notebook Perfect Size Lightweight Wine Connoisseur Gift Insider's Guide to Graduate Programs in Clinical and Counseling Psychology: 2016/2017 Edition (Insider's Guide to Graduate Programs in Clinical & Counseling Psychology) Hong Kong & Macau free travel guide (2008) ISBN: 4861991692 [Japanese Import] Climber's Guide to Devil's Lake What I Found in a Thousand Towns: A Traveling Musician's Guide to Rebuilding America's Communities;One Coffee Shop, Dog Run, and Open-Mike Night at a Time Hippocrene Insider's Guide to Java and Bali (Hippocrene Insider's Guides) Thai Insider: Koh Samui: An Insider's Guide to the Best of Thailand Export/Import Procedures and Documentation Import / Export Kit For Dummies Export-Import Theory, Practices, and Procedures Building an Import / Export Business

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)