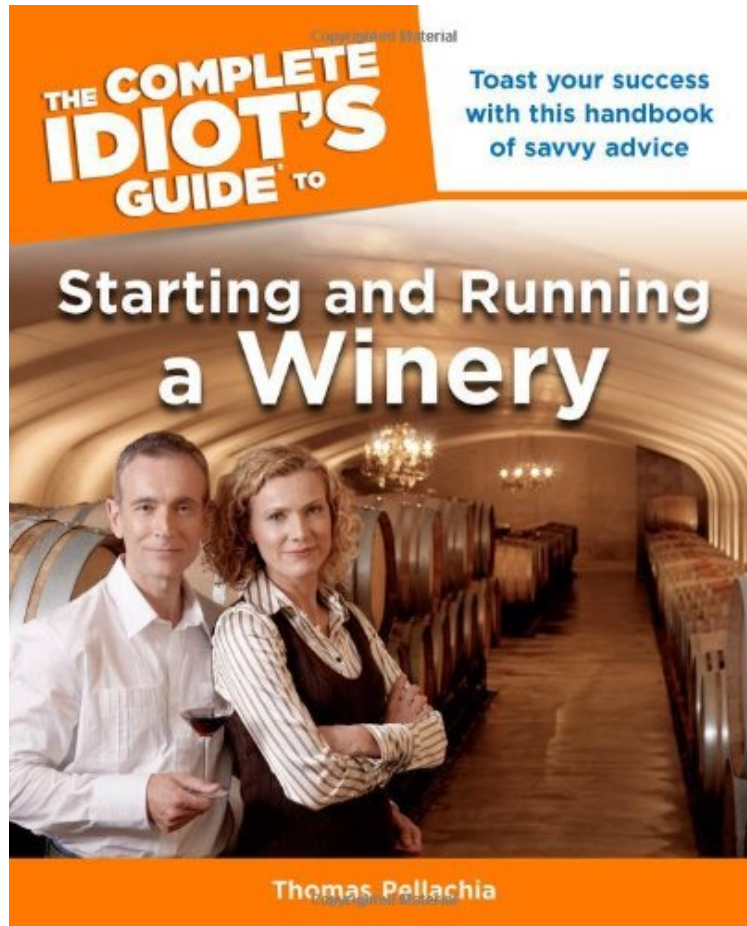


(Read now) The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback))

The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback))

Thomas Pellechia

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#79742 in Books Alpha 2008-11-04 2008-11-04 Original language: English PDF # 1 9.12 x .76 x 7.371, 1.19
#File Name: 1592578187368 pages | File size: 31.Mb

Thomas Pellechia : The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback)) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback)):

2 of 2 people found the following review helpful. I am really glad I bought this book and expect to be re-reading ...By Robert A. Lacroix I have read a small number of books and articles about the costs and challenges in opening and running a winery, and this one, to date, provided me with the most thorough overview of what to expect. I learned things in this book that I had not come across elsewhere. The small glimpses into the real-world cost structures of the wine business were particularly enlightening. There is one high-level case study in particular that was a real treat to

read, and I was left wishing that the book had contained a larger quantity of very hard data and/or case studies. There is an attempt to be general enough so that someone in the Finger Lakes region will get as much out of the book as someone in Paso Robles, and I believe that this desire for universality prevents the author from going too deep into specific numbers and challenges. Despite the stigma carried by the Idiot's brand, I am really glad I bought this book and expect to be re-reading it a few times throughout my journey. 1 of 1 people found the following review helpful. Five Stars By Christopher Cook Grate price and product 2 of 2 people found the following review helpful. Good basic overview By ceramicbrad Good overall review of basic winery operation and equipment needed. Some info is questionable, for example, a scenario of "if you run out of grow tubes that will hold up planting grapes".... This is incorrect, you can still plant them and not slow up the operation for the day. Obviously the writer put too much stress on usefulness of grow tubes.... as they are not required.... or necessarily cost effective....

Making the dream a reality; For many people, owning and running a winery is a dream job. According to Wine Business Monthly, the number of wineries in the U.S. has jumped 26% in less than three years. To carry out this dream, one must understand that wine making involves both science and art. Starting a winery is just like starting any other business and requires planning and a deep understanding of the industry. In *The Complete Idiot's Guide to Starting and Running a Winery*, readers will learn: • How to put together a business plan • Different varieties of grapes and wines • How to lay out a floor plan and what equipment is needed • How to promote wines

About the Author Thomas Pellechia has been a wine salesman, a winery owner, a specialty wine shop owner, and a judge for the American Wine Society. His articles have appeared in *Wine Enthusiast*, *Practical Winery*, *Vineyard and Winery Management*, *Washington Wine Style*, *Spirit*, *Brandweek*, *Slow Food*, *Snail*, *Decanter*, *Wines and Vines*, *The American Wine Society Journal*, and *The Finger Lakes Wine Gazette*. His latest book is *Wine: the 8,000 Year-Old Story of the Wine Trade*.