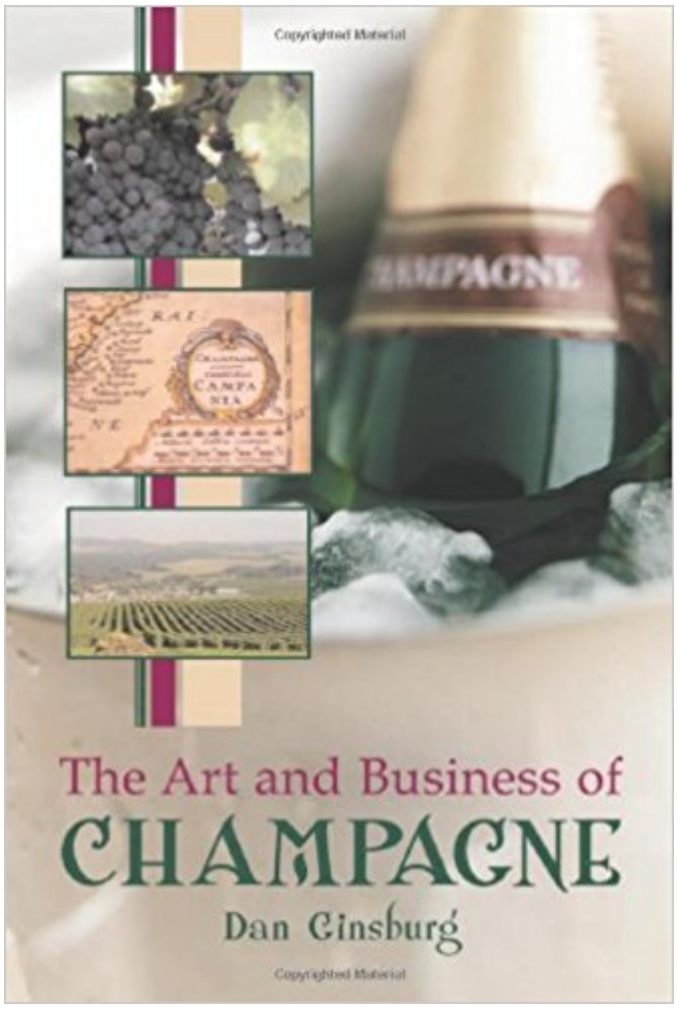
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The Art And Business Of Champagne



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Synopsis

When people raise their glasses in celebratory toasts, few are aware of all the work behind the fizz. Here is a book to open their eyes with an inside look--from the vineyard to the marketplace--at the world of champagne. Just like good wine, the book begins with the grapes: variety, growing season, harvesting and pressing method. While not attempting to be the definitive work on champagne making, this volume does enumerate all the steps and decisions that go into producing a quality champagne. Blending, bottling, aging, fermenting and storage are also discussed. With a view to practicality, the author--himself a champagne manufacturer--looks at the marketing and business concerns of champagne, including the necessity of balancing quality and timely production. Since, by definition, champagne comes only from Champagne, France, a brief history of and visitor's guide to this region is also included. The final chapters look at vintages from 1900 to 2003 as well as the various families who make it their business to produce some of the world's finest wines.

Book Information

Paperback: 242 pages

Publisher: McFarland & Company (January 20, 2006)

Language: English

ISBN-10: 0786422254

ISBN-13: 978-0786422258

Product Dimensions: 5.5 x 0.5 x 8 inches

Shipping Weight: 12 ounces

Average Customer Review: 3.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #3,270,122 in Books (See Top 100 in Books) #49 inÃ Â Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Champagne #2581 inÃ Â Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Wine #2882 inÃ Â Books > Cookbooks, Food & Wine > Beverages & Wine > Homebrewing, Distilling & Wine Making

Customer Reviews

The late Dan Ginsburg lived in Washington, D.C., but was a part-time resident of Ay, France. He was the president and majority owner of Champagne de Meric, the only American-owned winery in Champagne.

I am studying sparkling wine for my WSET Diploma, this book has a great description of the making of champagne. The author makes it abundantly clear that he is the first American to be a part owner

in a Champagne House. The worst part of the book is the repetitious stating of his house's name. I almost felt I was reading a marketing book for his wine. But that being said, he is well informed and even gives statistics on sales, plantings, etc. He also explains the Cru areas. I learned a great deal from the book. I also went on line to find out something about his Champagne. Never found anything--did the company fold or what. If you seek good strong background on Champagne this is a book for you. Just remember he is pushing his product throughout. Shipping was fast and the book was well packaged.

Really interest to read about an American owner in France and the challenges of the business.

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