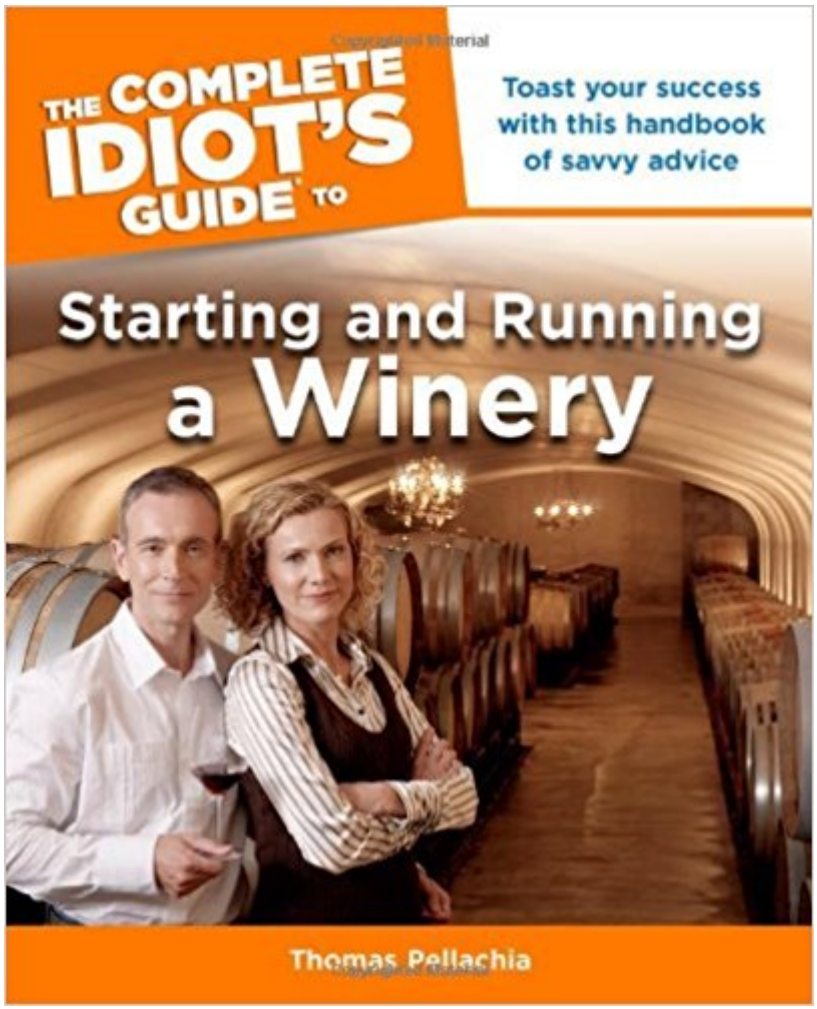
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The Complete Idiot's Guide To Starting And Running A Winery (Complete Idiot's Guides (Lifestyle Paperback))



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Synopsis

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 GuideÃ Â® 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

Book Information

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Customer Reviews

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’s 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.

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.

Grate price and product

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....

At first, i thought the book was too negative, and actually discouraging to winery-ownership aspirations("You can make a small fortune in the wine business, provided you begin with a large one." HA HA). But as I read other books, I realized the author's purpose: There were just too many people gettin' into the "wine biz" for purely romantic reasons, without an ounce of outdoor/ag/technical/marketing knowledge. It's not hard to "love" wine; many people do. Neither is it hard to love fast cars, but I wouldn't think of operating a sports car dealership. And yes, from first-hand experience, it is VERY expensive to start up a winery. For anyone considering getting into the winery business, this book is worth buying even if only for the wonderful Appendix: an excellent collection of forms, worksheets & resources that every winery operator, or anyone thinking of owning a winery, should definitely include in their personal library.

I'm writing a novel about a woman who knows nothing of wine (like me!) and inherits a winery. I bought this book for research. It was very helpful, starting with the basics, and keeping it simple for the non-business oriented potential owner. Many of these books are so fact-filled as to be almost unreadable. This one is unintimidating and outlines the perils as well as the benefits to starting a winery. I'd recommend it.

There is a certain target audience this book is written for, and it seems to be people that have no business experience, next to no wine knowledge, six figures to burn, and have been toying with the idea of starting a winery. Much of the advice in it is accidentally specific to the Finger Lakes region of New York State, some of the advice is not only wrong but actually counterproductive, and there are even some things that if implemented would be violations of the law. Those massive caveats aside, this book could be a good but not comprehensive checklist of things you can go through to make sure you aren't making any truly dumb mistakes.Compare the chapters on vineyard planning to what you will find in actual college-level enology, and viticulture textbooks and this book will seem simplistic. Compare the business plan forms to actual business school textbooks and "Idiot's" Appendix B starts to look positively childish.If you expect this book to be comparable to what you could learn from getting a formal education in business, and in enology/viticulture, and working in the industry for a couple years at multiple places then I'm sorry but there are no shortcuts. The book intends to describe best practices but really doesn't ever dive in, compared to what you would learn with real world experience at someone else's winery.

Very detailed if you are interested in starting a wine business. I bought 3 books and this one had the most useful information

good book, lots of information.

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