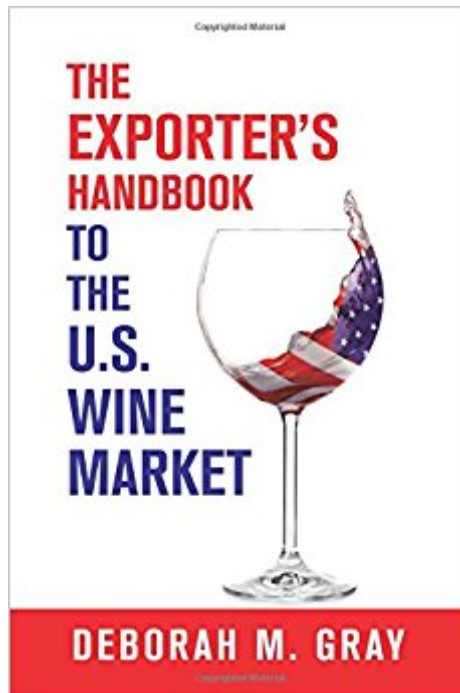




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# The Exporter's Handbook To The US Wine Market



## Synopsis

Attempting to export wine to the U.S. has long been fraught with difficulty, especially for the smaller producers. The U.S. wine industry, complicated by confusing regulations and intense internal brand competition, is also the land of opportunity and home to an adventurous and egalitarian wine consuming population. But without an understanding of how to effectively enter this complex market, the exporter often founders and retreats in frustration. This book provides a guide to approaching and attracting an importer, differentiating terms and regulations which must be understood to prosper, and avenues to achieving and sustaining attainable sales and distribution goals.

## Book Information

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## Customer Reviews

Deborah Gray established her first wine importing company in the U.S. in 1992 and has travelled to forty of the fifty US states throughout her wine career, working with distributors, conducting wine dinners and tastings and invited to speak at wine festivals, conferences, on radio and television. She served on the Wine Board of the Australian Trade Commission for four years. How to Import Wine - An Insider's Guide, Deborah's first book, was recognized as "Best U.S. Professional Wine Book 2011" by Gourmand International. In March, 2012, it was named first runner up for "Best World Professional Wine Book" in Paris. Deborah is also an instructor at San Diego State University, where she teaches about wine importing & distribution. She lives in Southern California with her husband.

Deborah M. Gray's pair of books, "How to Import Wine, An Insiders Guide" and "The Exporter's Handbook to the U.S. Wine Market" complement each other. They should be considered companion guides, both sides of a coin. I purchased and read both books. As an aspiring importer myself, it seemed a natural progression, not only to give myself a foundation for starting my own business here in the U.S., but also to gain an understanding of my wine producers by getting a glimpse of their world and seeing myself through their perspective. In my opinion, that can only help an importer be better at what they do. "How To Import Wine, An Insider's Guide" is a straight forward narrative detailing what's necessary to lay the foundation for a successful wine importing business. Deborah Gray shares her personal successes and failures from a decade and a half as a wine importer, to guide the reader through the perils, pitfalls and regulatory maze of establishing their own business. She separates the glamour and romance of wine from the business of wine while urging a philosophy of honesty, integrity and loyalty between importer and winery. Her common sense writing style, blending stories of the trade, advice and examples makes learning a complex business an enjoyable and easy read. The book is a must for a first time importer. Another must read is "The Exporter's Handbook to the U.S. Wine Market". It is written with the same thoughtful voice as "An Insider's Guide," but from the other side of the ocean. Although an importer, having read the first book, will see some of the same information, the perspective shift of reading from the viewpoint of an exporter will give a deeper understanding. As well, in the same way that the first book guides a first time importer into the U.S. market, the second book helps a first time exporter to find an importer. As an importer, the better I understand what an exporter goes through to market their wine, the better business relationship I will be able to develop with them, and the better I will be able to sell their wines. I plan to have a few extra copies of "The Exporter's Handbook" available so that I can give them to small wineries for which I have become their first US importer, encouraging a better understanding of one another, and thus a stronger business together. I also plan to have copies that I can send to select wineries who have submitted impressive samples to me but which do not fit my portfolio if I think their wines deserve to find their first importer in the U.S. rather than an empty shelf. Acts of kindness have a way of coming home. In summary, buying both books in the set provides a holistic view of wine sourcing in the U.S., importing and exporting, both sides of the coin.

This new Handbook is a natural follow-up to Deborah's very popular "How-to" import wines. It gives a thorough yet readable review of the complex three tier wine distribution system in the USA. While

some how to books give generalized advice, Deborah's is given through the lens of her own experience as well as her father's, a successful Australian wine entrepreneur.

Well written book delineating the steps needed to introduce wine to the US Market. Colorful examples are added to keep the reading light and attentive!

A great resource for exporters and the US wine market. Very good information

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