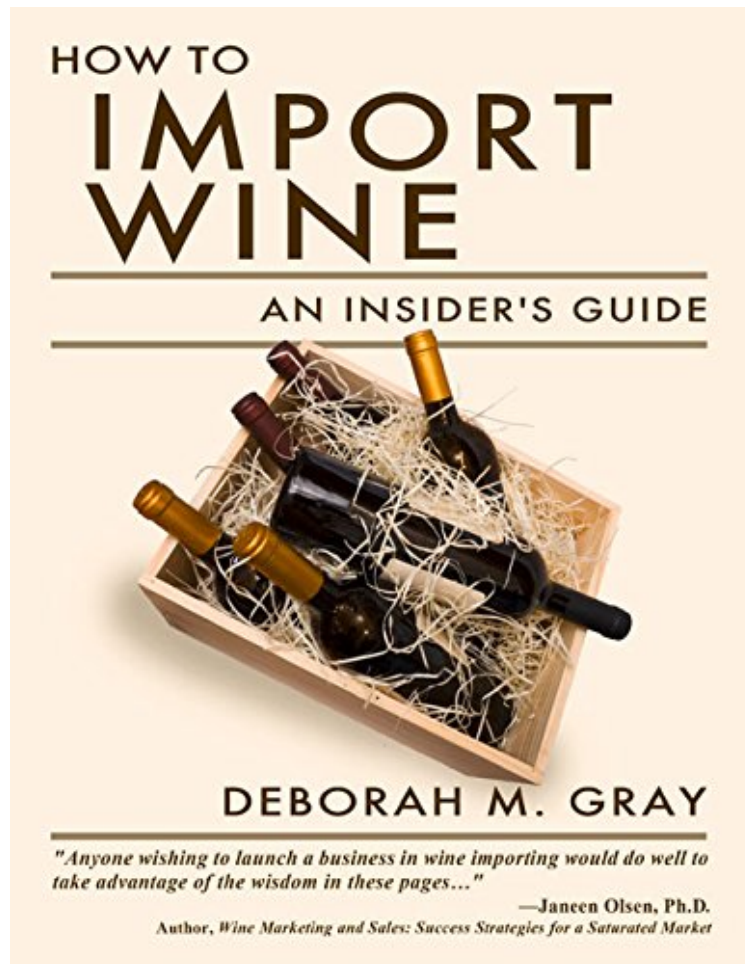


## How to Import Wine: An Insider's Guide

Deborah M. Gray

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**Deborah M. Gray : How to Import Wine: An Insider's Guide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Import Wine: An Insider's Guide:

4 of 4 people found the following review helpful. Perfect timing  
By B Green  
When I decided a year ago to embark on the process of importing wine to the USA, I quickly found a wide array of confusing, overlapping, and sometimes contradictory materials on how to do it. I became overwhelmed and nearly gave up on the idea. I thought, "why isn't there a single reference that explains the process top to bottom, written in a clear and simple way for the beginner?" That was when I found Deborah Gray's book on How to Import Wine. It was perfect timing for me, and it was the perfect book to help me get started. Occasionally we find a book that appears to be on the topic we are interested in, but then it turns out to be something completely different. This was not the case here. Gray's book answered every important question and is written in such a down-to-earth, straightforward, authoritative way that it proved ideal for my needs. Having read this book (now twice) I feel perfectly prepared to initiate a successful importing business,

having the confidence of knowing not only how to do it, but that it can be done successfully even for someone like me. Thank you Deborah Gray for writing this book for the rest of us!!1 of 1 people found the following review helpful. pragmatic and easy to navigateBy Yaron melmanThis may just be the only book on the subject, and by all means - a well written, pragmatic and easy to navigate. This book takes the reader for a thorough tour of the ins-and-outs of the wine importation industry, and will suit you well whether you are looking to set a foot in the wine/liqueur importation industry, or if you intend to find a job anywhere in the pro wine supply chain world. The book is filled with personal examples from the experience of the author, who is a very focused, opinionated and hands-on individual. Well organized read, detailed index and visual examples of sample documentation, marketing tools and statistics. Focused that it is, the book only scratches the surface of the import industry as a whole, so the book is by no means a substitute for other essential materials, but it is definitely a must read for anyone interested in wine imports, as well as a great long term reference for anyone who is in the industry. Highly recommended.4 of 4 people found the following review helpful. Indispensable!By Ted FieldDeborah M. Gray begins "How to Import Wine: An Insider's Guide" talking about traveling through the countryside and finding that incredible wine you are certain is perfect for the American buying public. Immediately I was hooked. This is exactly my story. I had been a wine educator for years and felt that I had a pretty good handle on what American tastes were. All that was left to do was to find the right wines and the world would beat a path to my door.Uh, wrong.Wine importing is one big gray area. There are so many rules and regulations open for interpretation and unfortunately, they get interpreted and applied differently with every person you meet. In other words, wine importing can go from fun to daunting to downright confusing in a matter of days.And this is the beauty of Deborah's book. She has been there and feels your pain. And most importantly, has lived to write about it. But here is the clincher. Yes, there are horror stories, but remarkably every page is filled with hope and humor. "How to Import Wine" is actually inspiring.Each chapter covers one aspect of the wine import industry, from choosing your portfolio, to finding a distributor, to the ins and outs of shipping, etc. There is even a chart that shows you how to price your wines and what the final retail price should be. And it's not just a book about the big picture. Some of the details will have you thumping your head going, "I should have thought of that."The final word? This book is indispensable if you, like me, have that dream to share your love of wine with America. And you won't put it down. You will keep referring to it like a beloved text book from your college years. Think lots of yellow highlighters and dogeared pages.Deborah admits that wine importing it is hard work and takes determination, but the rewards are immeasurable. I highly recommend this book!Ted Field - VGV Imports - Atlanta, Georgia

In the first book of its kind, author and veteran importer Deborah M. Gray offers the benefit of her vast experience in this comprehensive guide to the perils and best practices of the fascinating career of a wine importer.She gives invaluable insider information and the necessary tools, resources, and real world advice to create a strong business model and a portfolio to match. 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.

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