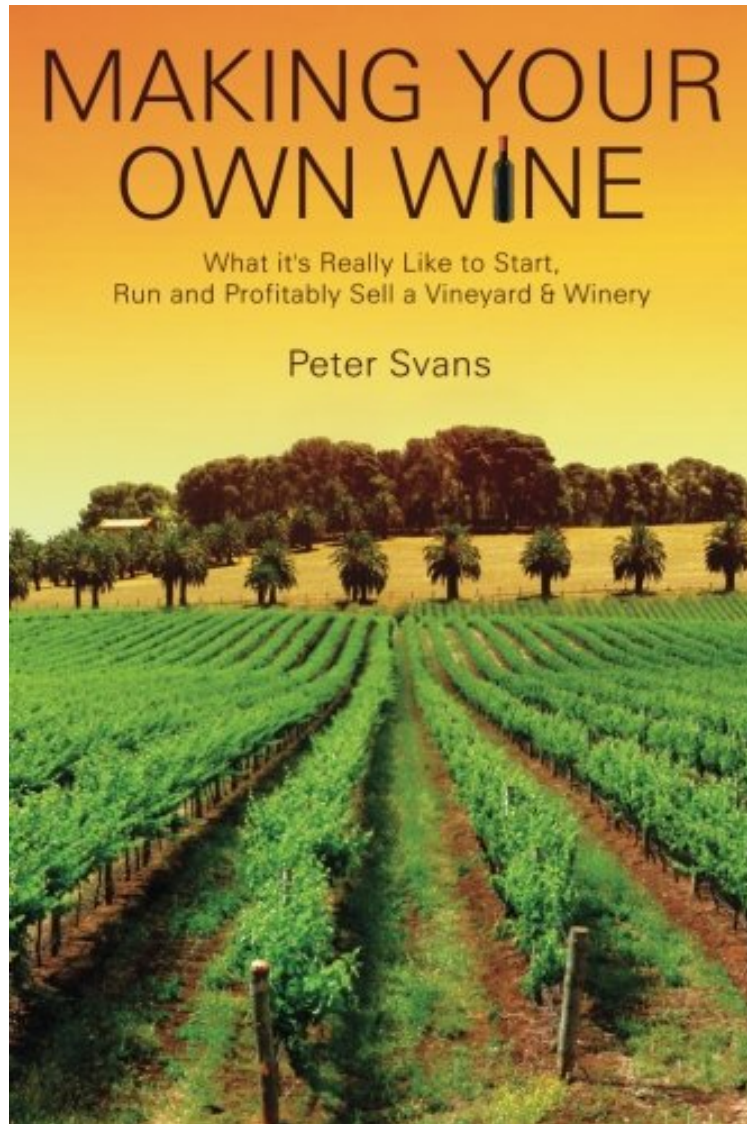


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Making Your Own Wine: What it's Really Like to Start, Run and Profitably Sell a Winery

Mr Peter Svans

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Overall disappointing book given the title that includes "What it's really like to start, run and profitably sell a vineyard winery". I am an amateur wine maker and based on the title of the book, I thought this might help me decide if starting a small winery is really within the realm of possibility. Some interesting material but didn't learn much. Only financial information that was shared was about first year planting costs. That was good but not much else. Very little else about operating costs or anything else related to make decisions about starting, running, or certainly selling such a business. A few items about equipment costs but not much. Absolutely nothing about selling such a business, although that isn't why I bought the book. 0 of 0 people found the following review helpful. A Must Have! By Anonymous Strongly recommended! Written as an anecdotal story of wine business life, this book provides real life experiences regarding day-to-day operations at a vineyard and winery. Consider this: a text book would tell you to use netting to protect the crop; this book talks about the what a pain in the neck certain types of netting can be; and that's something you wouldn't typically get from more technical sources. Of course, we must still buy and read the textbooks but supplement your reading with this book, you won't be disappointed. 0 of 0 people found the following review helpful. As well as useful information for anyone who has wondered what it might ... By Geronimo Marrone An inspiring example of people following their dreams. As well as useful information for anyone who has wondered what it might be like to make their own wine.

In 1992 we bought the most amazing run down winery overlooking the water, lived the dream for 18 vintages and sold at a profit. This is not a textbook, finance manual or step-by-step how-to manual. It's what we did and how we did it and all the highs and lows of 18 winemaking years so it's your chance to look under the hood and see what it's really like to own your own winery.