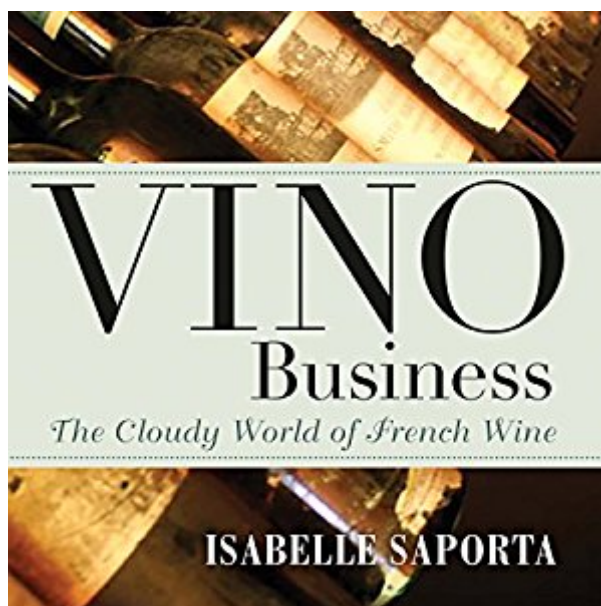


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# Vino Business: The Cloudy World Of French Wine



## Synopsis

Already provoking debate and garnering significant attention in France and within the wine world, *Vino Business* is a surprising and eye-opening book about the dark side of French wine by acclaimed investigative journalist Isabelle Saporta. While Bordeaux has been a bastion of winemaking tradition and excellence for centuries, in recent decades the industry has changed dramatically under the influence of large-scale international investors. French insurance companies, international fashion houses, and Chinese businessmen are all speculating on the area's wines and land, some of whose value has increased tenfold in the last decade alone. Saporta investigates in detail the 2012 classification of the wines of Saint-Émilion, the most prestigious appellation of Bordeaux's right bank, which has come into disrepute, not least because the scoring system was changed in order to give points for a château's lecture facilities and the size of its parking lot. A shocking exposé of the French wine world and a cri de coeur for the lost values of traditional winemaking, *Vino Business* pulls back the curtain on the secret domain of Bordeaux, a land ever more in thrall to the grapes of wealth.

## Book Information

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## Customer Reviews

Extra, extra, read all about it! Robert Parker rules Bordeaux! Michel Rolland is his shill! There's pesticide in the wine! Big money controls Bordeaux! The INAO is a sham! And those rich Chinese! Wow. This is the snarkiest tabloid gossip fest I've read in a good long while, and if you've been paying attention to the wine trade, you've probably heard it all before. Some may be true,

some may be exaggerated, some may just be plain old sniping among competitors and enemies. But whatever. At some point, it just plain wears you out, because Ms. Saporta never lightens up, never concedes that some of the folks (except the whistleblowers) might just be acting in good faith, never lets up on the torrent of snark. A cottage industry has grown up around the bashing of Parker, the en primeur Bordeaux circus, flying winemakers like Michel Rolland, the flow of luxury marketing, insurance and banking money into Bordeaux estates (and now into Burgundy) and all the rest. It's no longer news. It no longer shocks. And by now Parker is headed off into the sunset, hundreds of blogs and thousands of cellartracker amateur 'critics' purport to review and 'score' wine, Bordeaux prices have been plummeting, biodynamic wine is all the rage, top Burgundy domaines are buying property in the Jura, and old bottles of Cornas sell for more at auction than Haut Brion. Imagine that. The train Ms. Saporta tried to hop aboard left the station some time ago. And this book, particularly in translation, is a tedious read.

Isabelle Saporta hit a home run with this book. If you looking at the direction French Wine is heading especially Bordeaux I thought this was informative and entertaining. When it comes to the stock market I always loved the pithy maxim "you can be a bear or a bull but don't be a pig". Now I apply this maxim to the wine industry as well.

great

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