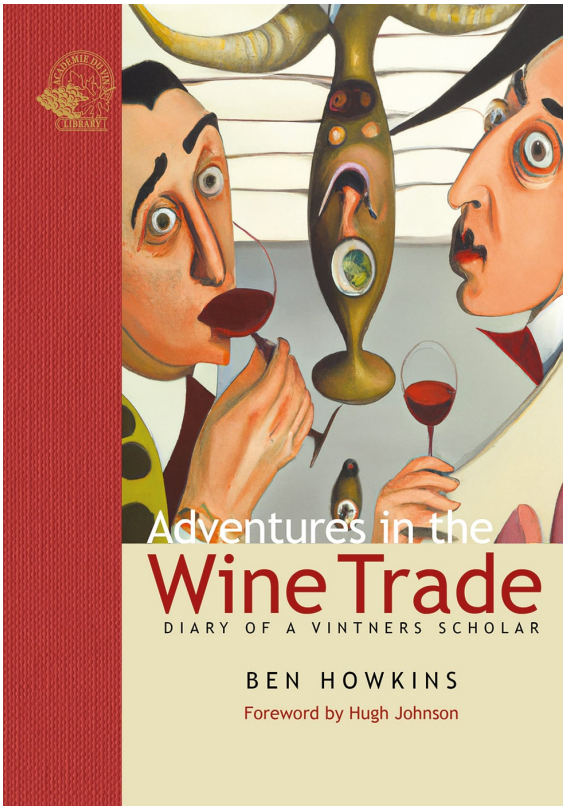
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Adventures in the Wine Trade

Diary of a Vintner's Scholar

Ben Howkins

ISBN	9781913141455
Publisher	Academie du Vin Library
Binding	Hardback
Territory	World excluding Australia
Size	216 mm x 153 mm
Pages	240 Pages
Price	£14.99

- A look at the business of wine and spirits sales and marketing over 50 years
- A nostalgic look at how an industry has changed with mentions of many fabulous and famous people the author came across
- Foreword by Hugh Johnson

"A charming, entertaining, and illuminating read – not only for all those in or around the wine trade, but also for all those outside who want to see in to what makes it so special. " – Neil Beckett, Editor, World of Fine Wine

The memoirs of a wine trade insider, from the heady days of 1960s to today. Quickly discovering that a knowledge of wine opened doors that were closed to lesser mortals, Ben had a front row seat as the wine trade grew from an elitist and rather amateurish profession into a multi-million dollar global business. This is the story of how it happened, and of the many remarkable characters he befriended along the way – people whose marketing genius was matched only by their desire to put a smile on everyone's faces. In true vinous style, Ben's book is sure to do the same.

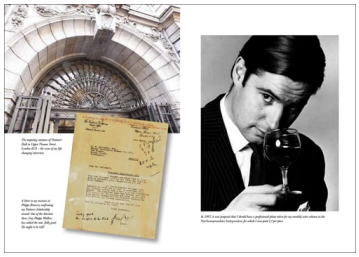
Plumbing the depths: – Ben's valiant attempts to sell wine to beer-loving miners, which involved actually joining them at the coal face.

– Englishman abroad: a jolly jaunt through French châteaux, Spanish bodegas and Portuguese quintas, where Ben forged many of the friendships that would last a lifetime.

– Serious business: Ben's career takes off during the golden age of wine and spirits marketing, when he played a part bringing many of the world-famous brands we know and love today into being.

Ben Howkins is a stalwart of the UK wine and spirits industry, with roles in sales and marketing across a range of brands and companies including Diageo, Royal Tokaji and Last Drop Distillers and he was involved in creating some of the great brands of drinks. A lively raconteur, he has published two books on port and one on sherry. He created the cellar at Waddesdon Manor for Lord Rothschild.







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