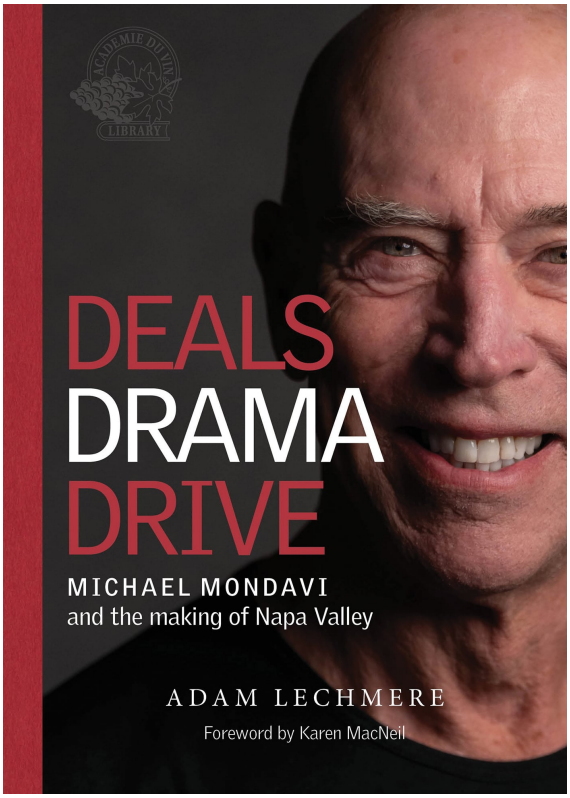
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Deals Drama Drive

Michael Mondavi and the Making of Napa Valley

Adam Lechmere

ISBN	9781917084956
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Binding	Hardback
Territory	World excluding Australia
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- The Mondavi story told by the man who lived its every moment
- Trauma and triumph as the Mondavis build their winery – and the California wine industry
- Michael Mondavi's rules for doing business gleaned from 60 years as a salesman
- The inside track on success and failure from the Languedoc fiasco to the triumphs of Opus and Seña
- How Michael harnessed Far Niente owner Gil Nickel's six golden rules for business – and what happened when he didn't
- Foreword by Karen MacNeil, author of *The Wine Bible*

Deals Drama Drive is the story of Michael Mondavi, who has been at the centre of some of the most famous wine events of the last 60 years. From growing up at Charles Krug, the launching of Robert Mondavi Winery, to the joint ventures with the Rothschilds of Bordeaux and the Frescobaldis of Tuscany, Michael was in the room where it happened. While his father was the visionary, Michael was the "Go-get-it-done guy" – the man tasked with the job of taking Robert's grand ideas and making them real. He tells his side of the story of that memorable day just before Thanksgiving 1965 when his father Robert called him at university to say they had both been thrown out of Charles Krug winery; of sitting down to plan out the winery that would become one of the most famous in California – and the world. We hear about creating Opus One, Luce and Seña, the failures of expansion to Languedoc, of Copia, and the deals that cemented Robert Mondavi's rightful place alongside the great wine producers of the world. Michael talks of the trauma of being the eldest son of a genius, a man whose drive to conquer the wine world took a huge emotional toll on his three children. He remembers the emotional turmoil of losing control of Robert Mondavi Winery and the sale to Constellation. He looks with clear eyes at his subsequent career with Folio Fine Wine Partners, the mistakes he made and how he learnt from them. This is the story of the triumph and suffering of a man born into a wine dynasty, a man who has lived under the burden of a famous name, who looks back on his life with self-knowledge and a robust sense of humour.

Adam Lechmere has been writing about the wines of California for more than 25 years. Now publishing director of Academie du Vin Library and a freelance journalist working across wine and travel media, he joined *Decanter* magazine in 1999 to launch decanter.com, which he edited until 2012. He left to go freelance, contributing to *Decanter, World of Fine Wine, janeanson.com*, the *Guardian*, the *Telegraph* and other publications. He has profiled the world's great wine regions and interviewed dozens of the wine world's most important figures from the US, Spain and Italy to Lebanon and beyond. In 2018 he launched *Club Oenologique*, a magazine and website which has become one of the most recognised names in fine wine publishing.

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