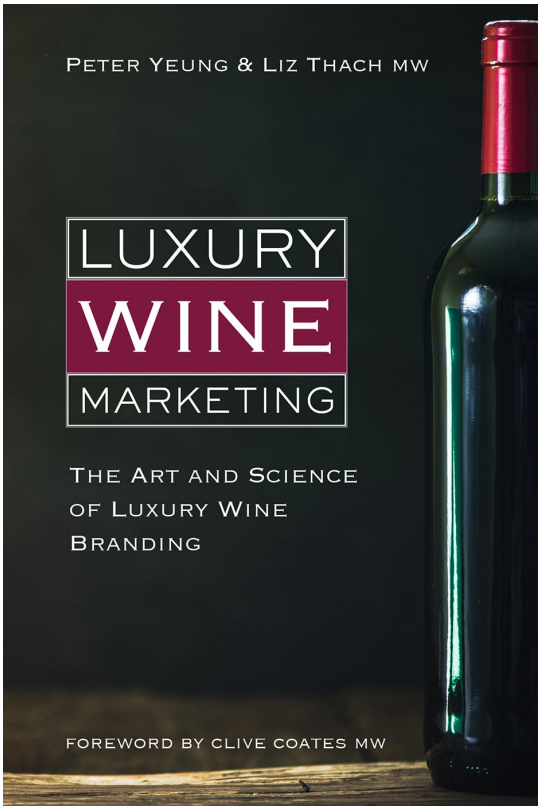
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Luxury Wine Marketing

The Art and Science of Luxury Wine Branding

Peter Yeung

Liz Thach

ISBN	9781913141578
Publisher	Academie du Vin Library
Binding	Hardback
Territory	World excluding Australia
Size	234 mm x 156 mm
Pages	288 Pages
Illustrations	35 b&w
Name of series	The Classic Wine Library
Price	£50.00

- Blue-chip author team
- Contains many real-life examples of successful luxury wine marketing
- Features primary research on the luxury wine market (the market size for luxury wine has never before been estimated), studying over 1,200 wineries and 8,000 individual wines with a bottle retail price over $100
- Currently no other comprehensive business books on the market which address the topic of luxury wine in this way

Wine has been considered a luxury product since the time of the ancient Egyptians, and today is coveted by collectors and wine enthusiasts from around the world. Yet little has been written about the world of luxury wine marketing, explaining how a wine brand can enter that special realm. This book helps to demystify the process by describing how to craft, implement, and maintain a luxury wine brand. Beginning with a definition and history of luxury wine, the authors then explain the unique business model and consumer segments for luxury wine, before outlining industry best practice in the building of luxury wine brands. Each chapter is supplemented with a vignette of a successful luxury brand producer, and provides beneficial advice on the long-term vision and passion that is necessary to create a successful luxury wine marketing strategy. This book also contains original research conducted by the authors on the size of the luxury wine market and analysis of its segmentation by region, allowing for new and unique insight into the world's top wine regions. Written as both a practitioner's guide and as a wine business textbook, ***Luxury Wine Marketing*** is a cornerstone reference resource for the business of wine.

Dr. Liz Thach MW is the Distinguished Professor of Wine and Management at Sonoma State University where she teaches on both the undergraduate and Wine MBA programs. An award winning author, she has published over 150 articles and 8 wine books. Thach holds a PhD from Texas A&M and became a Master of Wine in 2011. She also works as a wine judge in various competitions, and has served on many non-profit wine boards. **Peter Yeung** is a leading wine-business consultant. He was previously VP of Strategy and Business Development at Kosta Browne Winery and Realm Cellars, both in California, where he developed and executed strategic marketing plans, and a senior consultant at McKinsey & Company. He holds an MSc from the London School of Economics and a BA in Economics from the UC, Berkeley.


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THE HISTORY OF LUXURY WINE AND KEY PLAYERS TODAY





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