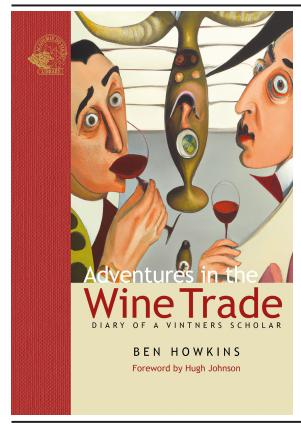


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Adventures in the Wine Trade Diary of a Vintner's Scholar Ben Howkins

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- 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.