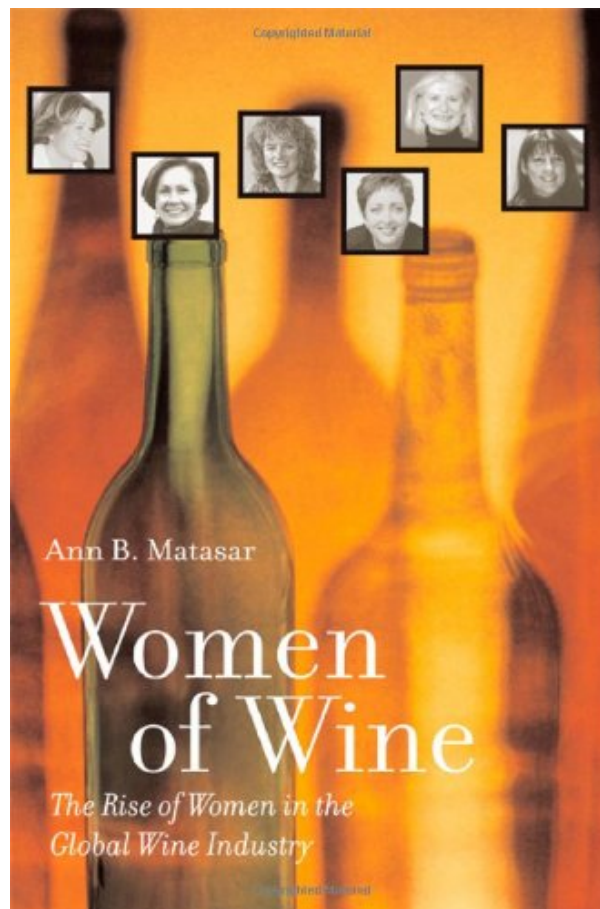
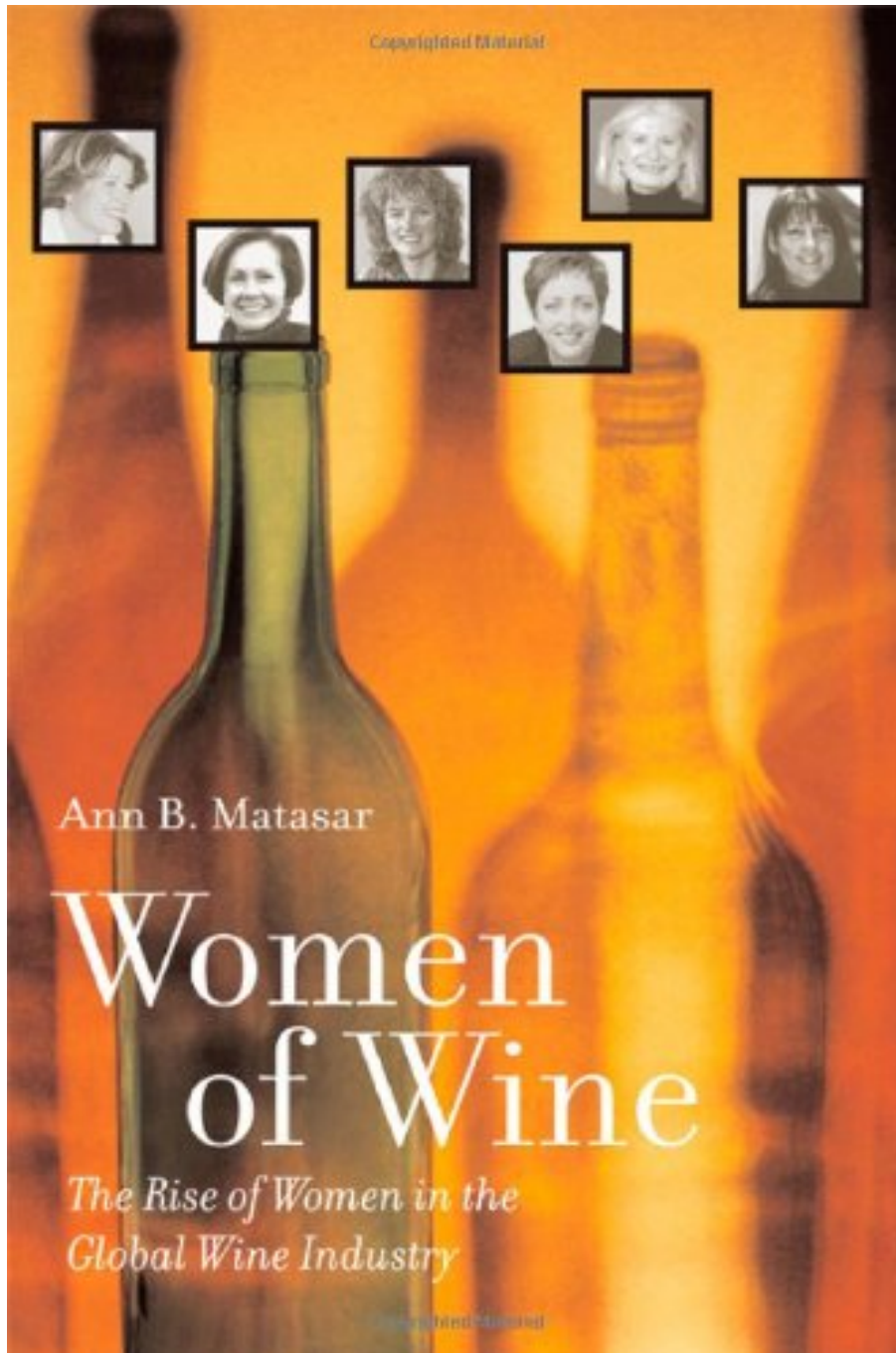


WOMEN OF WINE: THE RISE OF WOMEN IN THE GLOBAL WINE INDUSTRY BY ANN B. MATASAR



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Review

"A thorough treatise. . . . The portraits reveal a great deal about the challenges women face in the industry."--
"Gastronomica: Journal of Food & Culture"

From the Inside Flap

"Ann Matasar has documented the struggles and strategies of contemporary women to succeed and lead in wine. Her stories are diverse, instructive, powerful, and poignant."—Zelma Long, *Zelphi Wines*

"An engaging story that pays homage to the women at the crossroads of wine's cultural history. With penetrating insight and deep affection, Ann Matasar tells the story of these pioneering women through fascinating oral histories."—Anne Rosenzweig, founding board member of the International Association of Women Chefs and Restaurateurs

"Ann Matasar has performed the tricky task of addressing women's roles in the wine world without resorting to tiresome gender stereotypes. Her book proves that, despite the challenges, women make an ever-increasing contribution to wine at every level of production, commerce, and appreciation."—Mary Ewing-Mulligan, MW, co-author of *Wine Style* and *Wine For Dummies*, and President, International Wine Center

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This inspiring, engagingly written book, with its personal approach and global scope, is the first to explore women's increasingly influential role in the wine industry, traditionally a very male-dominated domain. *Women of Wine* draws on interviews with dozens of leading women winemakers, estate owners, professors, sommeliers, wine writers, and others in the United States, the United Kingdom, France, Italy, Australia, New Zealand, and elsewhere to create a fascinating mosaic of the women currently shaping the wine world that also offers a revealing insiders' look at the wine industry.

To set the stage, Ann B. Matasar chronicles the historical barriers to women's participation in the industry, reviews post-World War II changes that created new opportunities for them, and pays tribute to a few extraordinary nineteenth-century women who left their mark on wine despite the odds against them. She then turns to her primary topic: an accessible discussion of women associated with some of the most prestigious wineries and institutions in both the Old and New Worlds that emphasizes their individual and collective contributions. Matasar also considers issues of importance to women throughout the business world including mentors, networking, marriage, family, education, self-employment versus the corporate life, and risk taking.

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Most helpful customer reviews

1 of 2 people found the following review helpful.

nice

By Aet Hooper

Interesting and informative... Only complaint would be that it has kind of a feminist driven undertone;-)

I do love reading about women in wine and I'm glad that they get recognized for their hard work.

3 of 3 people found the following review helpful.

Informative and Inspiring

By Lyn Wolfson

As a business woman and wine enthusiast, I found "Women of Wine" a facinating, insightful, thought-provoking examination of women in the wine industry. Ann Matasar respectfully presents their stories, identifies the obstacles they have had to overcome, and highlights their achievements and contributions. She takes a global perspective which makes the book all the more interesting and comprehensive. With the holidays upon us, "Women of Wine" makes a great gift for men and women who appreciate wine.

3 of 3 people found the following review helpful.

Great Personal Stories From Wine Industry Leaders

By B. Drye

I'm no wine connoisseur, but after reading Women of Wine, I have a much better understanding of the industry and the people who shape it. This book provides excellent dinner conversation.

See all 8 customer reviews...

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