



The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback))

Thomas Pellechia

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The Complete Idiot's Guide to Starting and Running a Winery (Complete Idiot's Guides (Lifestyle Paperback)) Thomas Pellechia

Making the dream a reality...

For many people, owning and running a winery is a dream job. According to *Wine Business Monthly*, the number of wineries in the U.S. has jumped 26% in less than three years. To carry out this dream, one must understand that wine making involves both science and art. Starting a winery is just like starting any other business and requires planning and a deep understanding of the industry. In *The Complete Idiot's Guide® to Starting and Running a Winery*, readers will learn:

- How to put together a business plan
- Different varieties of grapes and wines
- How to lay out a floor plan and what equipment is needed
- How to promote wines

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