



The Exporter's Handbook to the US Wine Market

Deborah M. Gray

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Attempting to export wine to the U.S. has long been fraught with difficulty, especially for the smaller producers. The U.S. wine industry, complicated by confusing regulations and intense internal brand competition, is also the land of opportunity and home to an adventurous and egalitarian wine consuming population. But without an understanding of how to effectively enter this complex market, the exporter often founders and retreats in frustration. This book provides a guide to approaching and attracting an importer, differentiating terms and regulations which must be understood to prosper, and avenues to achieving and sustaining attainable sales and distribution goals.

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