



The Winemakers Primer: A Roundtable of Winemakers answer Creative, Product, Brand and Business Defining Questions (The Entrepreneur Primer) (Volume 2)

A.K. Crump

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Are you interested in winemaking and wineries as a small business? There are many how-to books on starting an enterprise, but often the best advice comes directly from those with actual experience. Thus came the idea for this book; this “primer.” Why not ask winemakers firsthand what they have experienced and what they recommend? With this concept in mind, we composed a set of key questions and asked them to interesting artisans from around the world with experience in either wine-making, winery ownership, or both. Their answers on creativity, product, branding and business are very frank and often personal, and written in a journal or diary style. The information in the resulting primer is worth its weight in gold.



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