



# *Penet-Chardonnet*

~ Grand Cru ~

## **PENET-CHARDONNET, A BOUTIQUE CHAMPAGNE DESIGNED FOR LOVERS OF AUTHENTICITY AND ENTHUSIASTS OF PERFECTION**

Family-owned for five generations, Penet-Chardonnet is an independent, traditional estate that exclusively produces champagne in the prestigious vineyards of Montagne de Reims, France, on 6 hectares of vineyards that are entirely ranked as “Grand Cru”, the highest classification within the champagne category.

The family’s historical expertise, five generations of obsession for the land and the stringent application of the best handcrafted methods in the region, has allowed the family to perfect the art of producing truly exceptional champagnes.

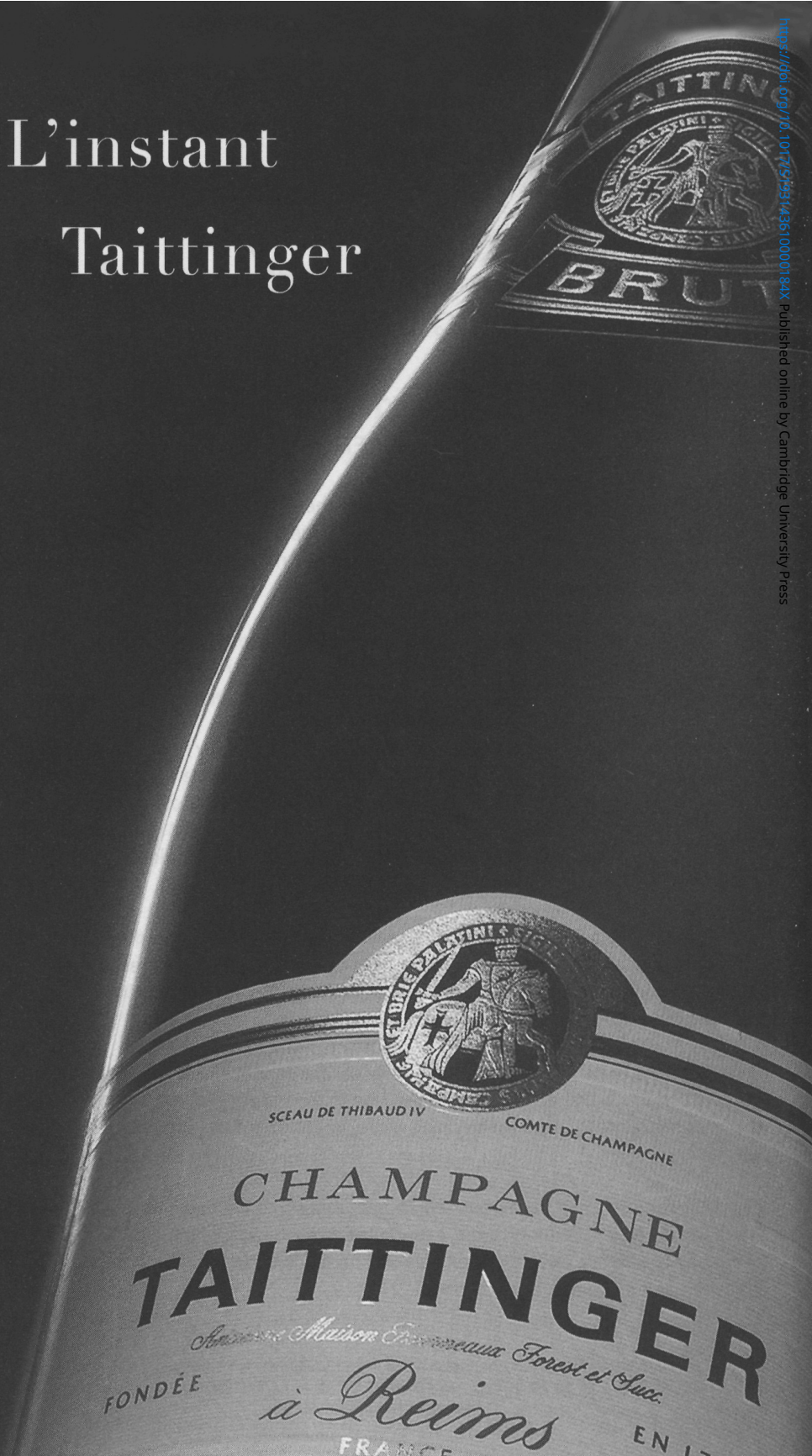
The estate grown Pinot Noir and Chardonnay grapes are carefully hand-picked and used in all the cuvees. Most of the wines are fermented in stainless steel vats and do not undergo malolactic fermentation, thereby preserving the original acidity of the grapes and enhancing their natural fruit. This, coupled with a minimum of 4 years of ageing ‘sur lie’ ensures finely moussed Champagnes of depth and real complexity, perfectly reflecting their “terroir” specificity.

Making outstanding, non-vintage Champagnes requires the experienced knowledge of blending the right grapes at the right time from the year’s harvest and reserve wines. Penet-Chardonnet has mastered this art of blending for decades, producing a wine with personal style and full of character and distinction.

Only the rarest of excellent vintages allow Penet-Chardonnet to produce the Grande Reserve and Diane Claire, its finest cuvées. Due to the nature of the stringent selection process undergone in creating the Diane Claire, quantities of this preeminent cuvée are very limited.

Penet-Chardonnet champagnes are world-class wines that are made to satisfy the “hedonists” and wine-connoisseurs, especially those who value high-quality, crafted wines and exclusivity. The fruity, complex and full-bodied taste makes them ideal for all occasions and pair perfectly with food.

# L'instant Taittinger



SCEAU DE THIBAUD IV COMTE DE CHAMPAGNE

CHAMPAGNE  
**TAITTINGER**  
*Ancienne Maison Fournisseurs Forest et Succ.*  
FONDÉE à Reims EN 17  
FRANCE

**“Wine Business Monthly has become the most important general trade periodical in our industry. It is too important not to read.”**

– George Vierra, consultant and educator

“WBM’s approach is to cover a broad spectrum of industry-related topics. A great example is the piece on global warming by David Furer in July of 2006, ‘Why the Wine Industry Should Care About Global Warming.’ Grape maturity, rootstock and cultivar certification, irrigation monitoring, nutrient manipulation, trellising and crop levels: all of these factors must be considered in trying to understand the puzzle of global warming.”



## **WINE BUSINESS MONTHLY**

The Industry’s Leading Publication for Wineries and Growers

**Subscribe Today. 2 ways to subscribe.**

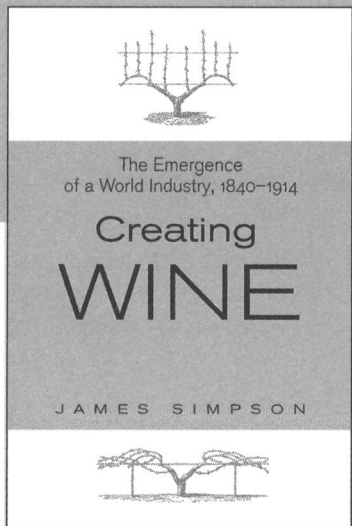


1. Call: 800-895-9463



2. Click: [www.winebusiness.com](http://www.winebusiness.com)





## Creating Wine

The Emergence of a World Industry, 1840–1914

James Simpson

Today's wine industry is characterized by regional differences not only in the wines themselves but also in the business models by which these wines are produced, marketed, and distributed. In Old World countries such as France, Italy, and Spain, small family vineyards and cooperative wineries abound. In New World regions like the United States and Australia, the industry is dominated by a handful of very large producers. This is the first book to trace the economic and historical forces that gave rise to very distinctive regional approaches to creating wine.

**“This is an impressive work of scholarship that brings together a wide range of material about the transformation and globalization of the wine industry in the late nineteenth and early twentieth centuries. Wine historians, economic historians, and significant segments of the general public will find much of interest.”**

—John V. C. Nye, author of *War, Wine, and Taxes: The Political Economy of Anglo-French Trade, 1689–1900*

**“*Creating Wine* is a boldly pioneering analysis of the complex process by which such forces as increased trade, rising consumer demand, and frequent economic crisis and disease ruptured the older wine economy and opened the way to a global wine industry in the twentieth century. However excellent, earlier studies in this area do not approach the level of concrete synthesis or analytic coherence this book provides. An impressive achievement.”**

—J. Harvey Smith, Northern Illinois University

*The Princeton Economic History of the Western World*  
Joel Mokyr, Series Editor  
Cloth \$39.50 978-0-691-13603-5

Global wine markets,  
1961 to 2009:  
a statistical compendium

Kym Anderson and Signe Nelgen

UNIVERSITY OF  
ADELAIDE PRESS



THE UNIVERSITY  
of ADELAIDE

**Global Wine Markets,  
1961 to 2009:  
a statistical compendium**

Kym Anderson and Signe Nelgen

*Published June 2011*

Paperback | 978-0-9870730-2-0 | 468 pp

Ebook | Free | PDF | 978-0-9870730-1-3 | 468 pp

This latest edition of global wine statistics not only updates data to 2009 and revises past data, but also expands on earlier editions in a number of ways. For example, it separately identifies an extra eight Asian countries, and includes more than 50 new tables to cover such items as: excise and import taxes; retail expenditure on wine per adult and per bottle and as a percent of national income; the share of domestic sales in off-trade; the shares of the largest firms in national markets and globally; the most powerful wine brands globally; the shares of different winegrape varieties in national and global production; and some pre-1940 wine production and trade data. Perhaps the most significant additions are estimates of the 2009 volume, value and hence unit value of wine production, consumption, exports and imports for four categories: sparkling wines, and non-premium, commercial-premium and super-premium still wines.

Download free e-book version at  
[adelaide.edu.au/press/titles/global-wine](http://adelaide.edu.au/press/titles/global-wine)

Order paperback online at  
[adelaide.edu.au/press](http://adelaide.edu.au/press)

**(postage by airmail included)**

**United States US\$84.95**

**Europe €69.95**

**Australia AUD47.00 (incl. GST)**

# American Association of Wine Economists AAWE

[www.wine-economics.org](http://www.wine-economics.org)

## Application for Membership 2006/2007/2008/2009/2010/2011

Applying for a new membership  Renewing my membership

First Name and Initial \_\_\_\_\_ Last Name \_\_\_\_\_

Address Line 1 \_\_\_\_\_

Address Line 2 \_\_\_\_\_

Address Line 3 \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

E-mail Address \_\_\_\_\_

**Membership Dues** include the *Journal of Wine Economics* which is available in print form and – for personal use - online. It is the Association's policy not to refund dues.

### Membership Type

Individual membership U.S. (\$45; \$39 for 2009 and before)

Individual membership non U.S. (\$49; \$45 for 2009 and before)

Institutional membership (incl. universities) (\$125; \$100 for 2009 and before)

### Payment Type

Check (checks must be drawn on a U.S. bank and be made payable to AAWE)

Charge my credit card:  Visa  American Express  MasterCard

**Automatic Renewal:** your subscription will be renewed automatically each calendar year, unless you cancel beforehand

Card Number \_\_\_\_\_ \*CSC Code \_\_\_\_\_ Expiration \_\_\_\_\_

\*The CSC Code is a 3 or 4 digit number, which is not part of the credit card number. It is usually found on the back of the card in the signature area (Amex has it on the front).

Cardholder's name if different from member's \_\_\_\_\_

Signature \_\_\_\_\_

**Mail or email to: American Association of Wine Economists AAWE,  
Economics Department, New York University, 19 W 4<sup>th</sup> Street, 6FL,  
New York, NY 10012, email: [jwe@wine-economics.org](mailto:jwe@wine-economics.org)**

## Guidelines for Submission to the *Journal of Wine Economics*

**Subjects:** Contributors to the JWE should note that the objects of the Association are “economic research and analyses and exchanging ideas in wine economics”. The JWE welcomes any manuscript that meets these objectives. No rigid rules are applied but preference will be given to articles that are likely to be of general interest to the *Journal's* international readership. Articles should be concisely written and should normally not exceed 6,000 words. Shorter papers and comments, of up to 1,000 words, will also be considered for publication.

**Editorial Process:** The Editors assess the initial suitability of articles submitted. Authors of submissions considered to be suitable for the JWE will be notified and their paper sent out to one or two editorial consultants who will referee the article for the Editors. Unsuitable articles are returned to the authors with a short note of explanation from the Managing Editor. The refereeing process is “double-blind”, in that the identity of the author remains anonymous to the referee and vice versa. Authors may be asked to re-submit their article in revised form, and in all but exceptional circumstances, the Editors will consider only one re-submission of the original article. Upon completion of the refereeing and editorial processes the authors and referees will be notified of the Editors' decision regarding publication along with explanatory feedback which includes all referees' reports. The lag between receipt of submission and first response varies but a three month turnaround may be expected. While every effort is made to ensure that this target is achieved, it cannot be guaranteed.

**Preparation of the Manuscript:** A 12 point typeface with line spacing of 1.5 is satisfactory with ample margins where comments may be placed should referees wish to mark-up the manuscript. Diagrams and tables should be arranged, as far as possible, in portrait with figures, headings and labels orientated horizontally. Equations should appear on a separate line with equation numbers (where necessary) aligned at the right hand margin. Where appropriate, full mathematical workings should accompany the articles in order to assist the referees. These workings will not be published. References should be cited according to the Harvard System, i.e. author(s) names and date of publication to be given in the body of the text and the references collected alphabetically at the end of the paper. The title of the journal or source should be given in full. See a recent issue of the JWE for guidance. In the case of articles quoting statistics (such as regression coefficients) based on unquoted data, authors should be prepared to send to the Editors a copy of the data and details of the methodology used (possibly in the form of a self-explanatory computer printout) so that the referee may test the derivation of such statistics.

**Submission:** Authors should submit their paper via e-mail to [jwe@wine-economics.org](mailto:jwe@wine-economics.org). The submission package should include a text file (i.e., Word) and a PDF version of the manuscript containing the title, list of authors, affiliations, abstract, and a list of keywords. When creating the PDF file, be sure that all fonts are embedded into the PDF file. In exceptional circumstances, the journal may accept a hard-copy submission which should be sent to Dr. Karl Storchmann, Managing Editor *Journal of Wine Economics*, Economics Department, New York University, 19 W. 4<sup>th</sup> St, New York, NY 10012, e-mail: [karl.storchmann@nyu.edu](mailto:karl.storchmann@nyu.edu)

**Page Charges and Submission Fees:** There are no page charges or submission fees at the JWE. Although not required, non-members are invited to join the *American Association of Wine Economists* and subscribe to the *JWE*.

**Copyright:** Authors will be required to sign a copyright form for all papers accepted for publication. Signature of the form is a condition of publication. Please see the form for further details.

**Book and Film Reviews:** The JWE publishes book and film reviews, typically around 1,500 words in length. Anyone wishing to act as reviewer should contact Dr. Karl Storchmann at the address given above.

# The American Association of Wine Economists

## AAWE

### Founded in 2006

#### Officers

##### *President*

Orley C. Ashenfelter, Princeton University

##### *Vice-Presidents*

Kym Anderson, University of Adelaide and World Bank

Victor Ginsburgh, Université Libre de Bruxelles

Robert N. Stavins, Harvard University

Karl Storchmann, New York University

---

The *Journal of Wine Economics (JWE)* is owned by the American Association of Wine Economists and published twice a year. Member of the American Association of Wine Economists receive a hard copy of the JWE and have free access to the JWE on-line for an annual charge of \$45 (outside of the U.S.A. \$49).

Correspondence relating to advertising, business matters, permission to quote, subscription and changes of address should be sent to the American Association of Wine Economists AAWE, Economics Department, New York University, 19 West 4th St., 6FL, New York, NY 10012 (email: [jwe@wine-economics.org](mailto:jwe@wine-economics.org)). A membership or subscription paid twice is automatically extended for an additional year unless otherwise requested.

Copyright © 2011 by the American Association of Wine Economists (AAWE). Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without a fee provided that copies are not made or distributed for profit or direct commercial advantage and that copies show this notice on the first page or initial screen of the display along with a full citation, including the name of the author. Copyrights for components of this work owned by others than AAWE must be honored. Abstracting with credit is permitted. To copy otherwise, to republish, to post on servers, to redistribute to lists, or to use any component of this work in other works requires prior specific permission and/or a fee. Permission may be requested from the American Association of Wine Economists, Economics Department, New York University, 19 West 4th St., 6FL, New York, NY 10012



## Book Reviews

- Stephen Brook: *The Finest Wines of California: A Regional Guide to the Best Producers and Their Wines*  
*Reviewed by John W. Haeger* 282
- James L. Watson and Melissa L. Caldwell (eds.): *The Cultural Politics of Food and Eating: A Reader*  
*Reviewed by Peter Musolf* 285
- Mike Veseth: *Wine Wars: The Curse of the Blue Nun, the Miracle of Two Buck Chuck, and the Revenge of the Terroirists*  
*Reviewed by Stephen Chaikind* 287
- Elisa Giuliani, Andrea Morrison and Roberta Rabellotti (eds.): *Innovation and Technological Catch-up: The changing geography of wine production*  
*Reviewed by Rolf A.E. Mueller* 289
- Ian Taplin: *The Modern American Wine Industry: Market Formation and Growth in North Carolina*  
*Reviewed by Tony Lima and Norma Schroder* 294