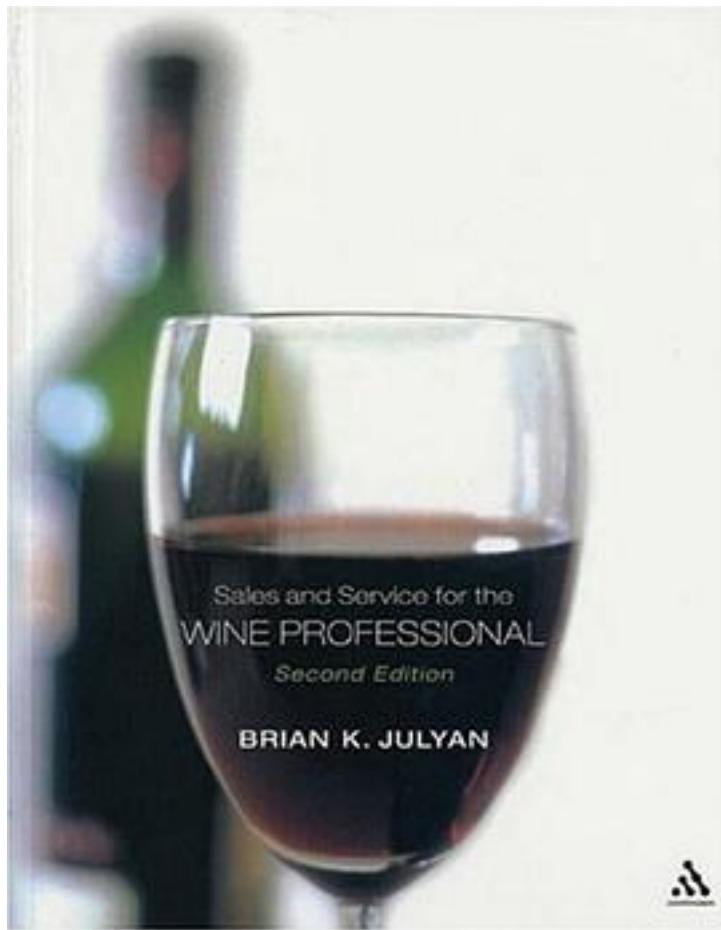


Sales and Service for the Wine Professional



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In the new edition of Sales and Service for the Wine Professional Brian Julyan provides a comprehensible and in-depth coverage of the wine industry and continues to promote the highest standards of wine service and product knowledge. The text

contains fully revised and up-to-date chapters to reflect the changing nature of the wine industry: an expanded chapter on viticulture and vinification, an updated and expanded chapter on the wines of the New World' and a new chapter on country-specific changes in legislation and licensing law. The new edition is a valuable resource for sommeliers, hospitality managers, food and beverage managers, trainers and students as it incorporates both practical and theoretical aspects of the wine professional.

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