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This book introduces readers to the concept and implementation of positioning techniques in the context of the wine industry. Featuring 30 case studies on brands and wine regions around the world - all based on the same principles - it presents a successful, cutting-edge strategy for the marketing of wine.

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Wine ready for bottling • Filtering in order to clarify wine • Fining done with White wine egg whites capture solids • White/Rose often consumed within 2-3 years (exceptions - Chardonnay, Sauvignon blanc, etc) • Reds often aged before consuming • Controversy to fine Reds • red wine is often opaque, especially in thick skin

Wine Basics From grapes to Glass

The best time to position shoots is one to two weeks' post-bloom, when most shoots can be positioned without breakage and before their tendrils have secured the shoots to wires or other supports. On low-cordon bilateral systems, it is easier to do if the foliage catch wires are not in fixed positions but are movable and placed below the cordon level after winter pruning.

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