Press Release

For immediate release

 Contacts:

 *Italian Wine Unplugged Grape by Grape*

 Giulia Bruna

+39 045 8101447

Email: info@italianwineunplugged.com

Website: www.italianwineunplugged.com

Facebook: @ItalianWineUnplugged

Instagram: italianwineunplugged

Twitter: @IWUnplugged

LinkedIn: Italian Wine Unplugged Company Page

***Italian Wine Unplugged* *Grape by Grape* paperback now available to pre-order**

The definitive print version of *Italian Wine Unplugged Grape* *by Grape* is now available to pre-order through multiple channels in Europe. Readers can pre-order their copy on [Amazon.it](https://www.amazon.it/Italian-wine-unplugged-grape/dp/8884290813/ref%3Dsr_1_2?ie=UTF8&qid=1509564889&sr=8-2&keywords=italian+wine+unplugged) and on the [Positive Press](https://www.positivepress.net/prodotto/italian-wine-unplugged/) website.

The definitive paperback version of the reference book Italian Wine Unplugged Grape by Grape is in print and can be pre-ordered now on multiple channels in Europe. Readers can avail of this pre-order option on [Amazon.it](https://www.amazon.it/Italian-wine-unplugged-grape/dp/8884290813/ref%3Dsr_1_2?ie=UTF8&qid=1509564889&sr=8-2&keywords=italian+wine+unplugged) and on the [Positive Press](https://www.positivepress.net/prodotto/italian-wine-unplugged/) website. The official publishing date for the book is November 20th, 2017. Customers interested in corporate and group orders in Europe should contact the publisher at sales\_eu@italianwineunplugged.com. The retail price for Italy and Europe is 20 Euro. The book will also be availble to purchase in the United States of America starting from early December 2017 and hence on the time for the Christmas holidays. Group pre-orders for the North-American market place can be placed by emailing sales@italianwineunplugged.com. In the States, the book retail price will be 24 Dollars.

Praise for the book:

“According to Monty Waldin’s erudite foreword, Italy possesses 590 grape varieties planted across more than 500 different regions. Impossible to learn about all this? Not now this wonderful book, master-minded by Stevie Kim and Ian D’Agata, is available on your screens. The Romans called Italy ‘Enotria - The Land of Wine’ and here it all is.”

Steven Spurrier (Wine expert and author at Decanter)

“Amazingly in-depth Italian wine information displayed simply and elegantly.” Madeline Puckette (Co-founder Wine Folly)

“*Italian Wine Unplugged*is the most enjoyable way to learn about wine aside from actually drinking it. Stevie Kim, grande dame of all things vino, has crafted the ultimate comprehensive and easy-to-use guide on Italian wine.”

#### Joe Bastianich (Restaurateur, wine and food writer, TV personality)

“Italy is one of the most fascinating wine countries in the world, but many people, including top wine professionals, are still confused about the plethora of indigenous grapes that make Italian wine so special. *Italian Wine Unplugged Grape by Grape* finally brings these grapes into the light in a way everyone can understand. It's a must read for anyone who loves the wines of Italy.”

#### Adam Teeter (Co-Founder VinePair)

“The world of Italian wine in a nutshell! How brilliant, educative and entertaining! Great job!”

#### Dr. Joseph Schuller (Master of Wine and director of the Austrian Wine Academy)

“Italian Wine Unplugged is needed now more than ever. Italy, as a wine producing country, has rediscovered its roots from Valle d’Aosta to Puglia and this book helps break it all down. If you want to be in the know, Italian Wine Unplugged will get you started.”

#### Jeff Porter (Beverage Director for Batali & Bastianich Hospitality Group)

“The history of Italian vineyards and its native grapes is one, if not THE most diverse in our global wine community. The greatness of this country and its wines is made up by the huge complexity of the different appellations and the immense number of indigenous varieties. With *Italian Wine Unplugged*, true experts of this wine country offer their vast experience to help wine aficionados as well as professionals understand the sheer grandeur and depth of Italian wine. A must-have for Italian wine lovers!”

#### Andreas Wickhoff (Master of Wine and General Manager at Weingut Bründlmayer)

“The corollary of the return in force of the diversity in Italian native grapes is the learning of these varieties. All these grape varieties, we will have to tame them, understand them, love them, make others love them. A huge book for this task!”

#### Bernard Burtschy (Wine expert and author at Le Figaro Vin)

“*Italian Wines Unplugged* not only compiles a great amount of the most up-to-date information about Italian grape varieties and appellations in one place but it also provides the student of Italian wine useful tools such as a flash cards, mind maps, and photos to help make the information stick! It is as visually compelling as it is comprehensive.”

#### Henry Davar (Wine Educator and Business Development Manager at Breakthru Beverage Nevada)

“Italian wines have always been the Achilles heel for many wine professionals --- myself included.  Here comes a fantastic tool to help to solve that program: *Italian Wine Unplugged*.  Highly recommended as a study guide, as a reference book, as something must-have for all Italian wine lovers.”

#### Yang Lu (First MS in China & Corporate Director of Wine at Shangri-La International Hotel Management Group)

“I see *Italian Wine Unplugged* as the post-modern companion to your journey into Italian wines. You can either use it as a reference book for your learning programme or just decide your own exploration path and have the book as your illuminating background. Systematic and sound, but using a friendly language, approachable for all wine lovers. It is a lovely entry point to understand Italian complexity.”

#### Pedro Ballesteros Torres (Master of Wine and wine writer)

About:

Dedicated to both wine lovers and wine professionals, *Italian Wine Unplugged Grape by Grape* is a concise yet comprehensive cultural and scientific introduction to Italian wine and its hundreds of native grape varieties. The book analyzes over 430 Italian native grape varieties in accessible and easy-to-read entries. It also features color-coded grape variety flash cards and an extensive visual apparatus with photographs of grape bunches, maps of Italian wine appellations. Available to pre-order now on [Amazon.it](https://www.amazon.it/Italian-wine-unplugged-grape/dp/8884290813/ref%3Dsr_1_2?ie=UTF8&qid=1509564889&sr=8-2&keywords=italian+wine+unplugged) and on [Positive Press](https://www.positivepress.net/prodotto/italian-wine-unplugged/) website.