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Jumbo Shrimp
guide

Jumbo Shrimp Guide to Italian Wine:
Positive Press launch of new book series to bring appreciation of Italian wine to a broader international audience during Covid-19.

The Jumbo Shrimp Guide to Italian Wine, recently published by Positive Press, is the first in a series designed to simplify the complex world of Italian wine. It is a reference guide expanding on wine regions and grape varieties as well as other interesting facts and stories all relating to Italy's wine culture. The book is currently available on Amazon for Kindle but previews are available by listening to the narrated version published by the Italian Wine Podcast each week.

The current COVID-19 pandemic has been particularly challenging for the Italian wine, with key events cancelled and many consumers cutting back on buying. As a result it is more important than ever to have relevant, up-to-date content that highlights the breadth, depth and quality of Italian wine in a way that is accessible to the broadest possible international audience. The Jumbo Shrimp Guide to Italian Wine was written by four wine professionals; three expats and one Ligurian, who are all based in Verona in order to pursue their passion for Italian wine. Their intention was to create a fun and factual reference guide, a so-called "instant book" in a portable format that could be taken anywhere to be used by tourists, wine lovers and students alike.



Dr. Rebecca Lawrence, Vinitaly International Academy Italian wine Ambassador poses for an Italian Wine Podcast episode, she is one of the writers of the Jumbo Shrimp Guide to Italian Wine

The book contains the most important elements to gaining an all-around understanding of this broad topic; an overview of the history of Italian viticulture; an exploration through all the wine regions of Italy; a section devoted to wines to try; understanding the labels, appellations and wine language; food and wine pairing suggestions and so much more. The book has been written in an approachable way with fun illustrations so that everyone can take something away from this text, whether you are a Master of Wine Student or someone who knows nothing on the subject but would love to know more. Additional resources in the book include pronunciation guides and key Italian wine terms that will be particularly useful to wine students, or those visiting wineries. As Wine Educator and Franciacorta Ambassador JC Viens commented this guide is “highly recommended. A quick read that simplified the highly complex world of Italian wines. The perfect primer for those who want to know just enough to magnify the pleasure they get from Italian wines, and for those who are about to embark on deep studies on this wonderful topic.”



Lan Liu Vinitaly International Academy Italian wine Ambassador, another of the Jumbo Shrimp Guide to Italian Wine writers

The guide was much anticipated and so well received that the Italian Wine Podcast decided to allot a regular spot on their show every Thursday. Each week a section of the book is converted into audiobook format and suggestions are given for three “wines to try” to go with the episode. These editions are gaining a loyal following that demonstrates just how necessary a book like the Jumbo Shrimp Guide is. The extracts can be found by visiting italianwinepodcast.com or other podcast platforms such as SoundCloud, iTunes, Spotify; and Stitcher.

Buoyed by the initial feedback, the authors have already begun work on next volume in which they will focus on the Italian north-west wine regions in more detail, but in the same fun approachable style. A proposed release date is set for later this year. Meanwhile the first edition it can be found on Kindle, Amazon.com or directly from the publishers website; www.positivepress.net.