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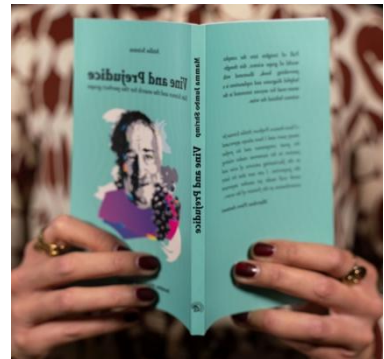
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## Mamma Jumbo Shrimp publishes three new books for students and lovers of Italian wine

Mamma Jumbo Shrimp, the innovative publisher, podcaster and video content producer, has published three new books, *Wine Democracy*, *Italian Wine Unplugged 2.0* and *Vine and Prejudice*. This eclectic series is designed to help wine students and enthusiasts develop a broader understanding of the origin, perception and history of Italian grape varieties and wine culture.



<https://mammajumboshrimp.com/collections/books>

In *Wine Democracy*, Italian Wine Podcast hosts Steve Raye, Cynthia Chaplin, Marc Millon and Polly Hammond amplify diverse voices within the global wine industry. Experts in the field, producers, influencers and sommeliers share their experiences in a series of compelling and insightful conversations.

Stevie Kim, founder of the Mamma Jumbo Shrimp brand, said: “*Wine Democracy* puts the sector under the spotlight and offers some very practical recommendations - a wish list of takeaways - to drive the change needed to make the world of wine a more equitable and accessible space for all.”

*Italian Wine Unplugged* was designed to provide a full and comprehensive introduction to Italian wine and its native grapes. This second edition goes deeper into the history, geology and science that are the foundation of modern Italian wine culture. The book includes the findings of Professor Attilio Scienza's ground-breaking research into the origins of Italian grapes and their DNA.

Contributing author, Professor Attilio Scienza, said: “*Italian Wine Unplugged 2.0* represents a benchmark in Italian wine education, and one that already appears on the reading list of many wine education courses. Our aim was to provide an inspiring and authoritative textbook for anyone interested in the fascinating but complex world of Italian wine and, with the second edition, we believe we have fulfilled that objective.”

*Vine and Prejudice: Fake Science and the search for the perfect grape*, by Professor Attilio Scienza, explains how grapes originated, how they evolved over time, and how they spread across the world, resulting in the vast array of wines we know and love today. It also explores the more recent history of the vine, the fake news and ethical debates that have accompanied scientific advancement in recent years.

Carlo Petrini, President of Terra Madre International said: “Drinking wine is for everyone, but only a few know how to really talk about wine. Passion, study and experience have distinguished Attilio Scienza as one of the most authoritative voice in the oenological field. If we know today what we are drinking, it is only thanks to people like Attilio!”

These books are available now on Amazon or directly from the Mamma Jumbo Shrimp website.

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About: Mamma Jumbo Shrimp is the umbrella brand of the [Just Do The Work agency](#), founded by Stevie Kim, Managing Director of Vinitaly International. The goal of Mamma Jumbo Shrimp is to bring together a global community of wine enthusiasts by harnessing emerging social media platforms and creating high quality content in its products, such as podcasts, books, videos and maps. Mamma Jumbo Shrimp promotes engaging communication, information, and education in entertaining, inclusive formats.