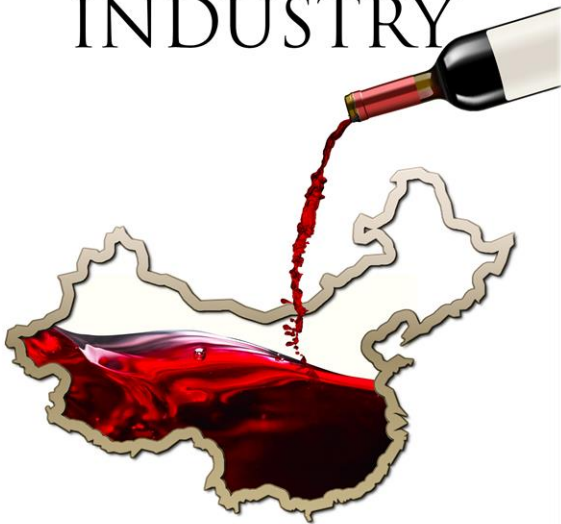




THE PAST, PRESENT, AND FUTURE
OF WINE IN CHINA

INSIDE THE CHINESE WINE INDUSTRY



LOREN MAYSHARK

Author: Loren Mayshark
Category: Nonfiction

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Author Bio

Loren Mayshark studied Chinese art, religion, philosophy, and history while earning a B.A. in history from Manhattanville College in New York. After graduation, he attended The Gotham Writers Workshop and the prestigious New York Writers Workshop. He has written about the Chinese wine industry for *The Jovial Journey and Sublime China*.

After college, he supported his itinerant lifestyle by working dozens of jobs, including golf caddy, travel writer, construction worker, fireworks salesman, substitute teacher, and vineyard laborer. Predominantly his jobs have been in the restaurant industry. He cut his teeth as a server, maître d', and bartender at San Francisco's historic Fisherman's Grotto #9, the original restaurant on the Fisherman's Wharf. While working with a colorful crew of primarily Mexican and Chinese co-workers.

He spent much of his young adult life exploring the wine industry from Sonoma Valley to the North Fork of Long Island, immersing himself in vineyards and learning valuable lessons. He has traveled extensively in South America, Europe, and Asia. He presently splits his time between Western New York and Sweden.

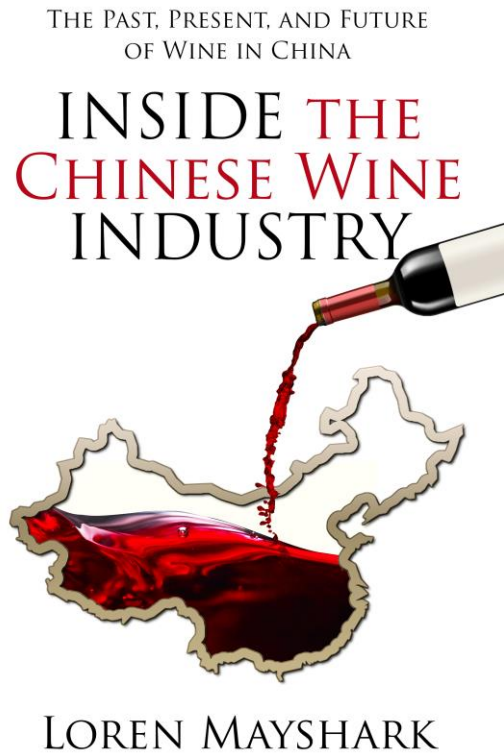
His first book, *Death: An Exploration*, won the 2016 Beverly Hills Book Award in the category of Death and Dying and was a finalist for book of the year in the 2016 Foreword INDIES Awards in the category of Grief/Grieving (Adult Nonfiction). *Inside the Chinese Wine Industry* is his third book.

For more information visit his website:
lorenmayshark.com.

Keep up with him on Twitter: @LorenMayshark



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Book Info

The wine business is one of the world's most fascinating industries and China is considered the rising star. A hidden secret, the Chinese wine industry continues to grow at an amazing pace and is projected to soon enter the top five producing nations, supplanting long established countries such as Australia. *Inside the Chinese Wine Industry: The Past, Present, and Future of Wine in China* takes you through the growing Chinese wine scene.

Wine has had a meteoric rise in China over the past two decades. The nation is projected to become the second most valuable market for wine in the world by 2020. One recent study concluded that 96% of young Chinese adults consider wine their alcoholic drink of choice. Not only does *Inside the Chinese Wine Industry* explore current expansion and business models, it journeys back to the past to see where it all began.

There are more than seven hundred wineries in China today. Although it's bit of an oversimplification, the vast majority of the wineries fit into one of two categories: the larger established producers who churn out mostly plonk to meet the growing demand for inexpensive wine and the newer wineries that try to cater to the tastes of the wealthy Chinese with money to spend on luxury goods like fine wine. In the words of wine guru Karen MacNeil, author of *The Wine Bible*, "The cheap wines from the very large producers have mostly verged on dismal." However, this should not be considered a blanket statement regarding every wine from large producers. Also, she has positive reflections regarding the level of wine produced by "cutting-edge wineries" which she finds "far better." How good are they? MacNeil asserts: "Some of these wines are so good they could easily pass for a California or Bordeaux wine in a blind tasting."

Book Teasers

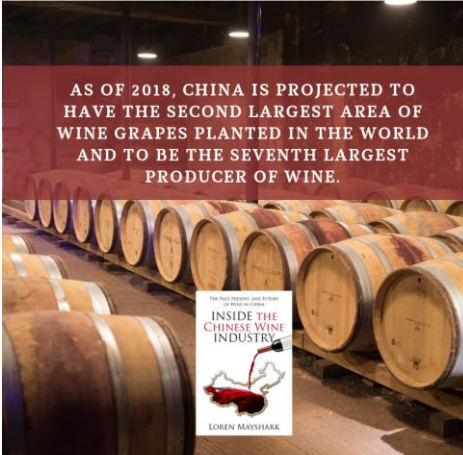
Did you know?

Wine was an ingredient in various concoctions used in Chinese medicine. These nostrums seemed to emerge during the Tang Dynasty. If a man found himself bleeding without any obvious reason, he was instructed to consume ashes from hair and fingernail clippings soaked in wine.



THE FIRST HISTORY AND CULTURE OF WINE IN CHINA
INSIDE THE CHINESE WINE INDUSTRY
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AS OF 2018, CHINA IS PROJECTED TO HAVE THE SECOND LARGEST AREA OF WINE GRAPES PLANTED IN THE WORLD AND TO BE THE SEVENTH LARGEST PRODUCER OF WINE.



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Did you know?

Wine was used by many Chinese cultures as an aspect of religious sacrifice. Early records of the Western Zhou Dynasty (1046-771 BCE) show participants used fragrant wines along with other more common wines in large quantities during sacrificial ceremonies.



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Book Reviews

"The voice is that of a historian, channeling enthusiasm and admiration through diligent research and achieving balance in the delivery. Some information speaks for itself; at other times, apt interpretations of the significance of the research are imparted. This approach is accessible, even to those who do not have much prior knowledge of Chinese history and culture. Charts and graphs encapsulate vast information, like the history of the wine industry from 10,000 BCE, and capture trends in wine consumption and production. A joy to read, *Inside the Chinese Wine Industry* honors an industry and culture, inviting deep appreciation of a beautiful realm of oenophilia."

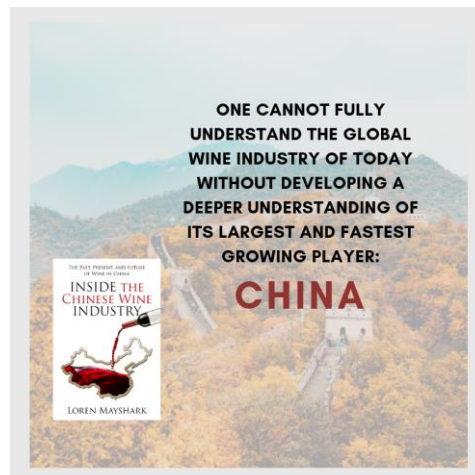
-Foreword Clarion Reviews (Five-Star Review)

"This book should be the first book anybody with an interest in the Chinese wine industry, it's history, how it has been shaped, where it stands, and what the future holds should read. Extremely well-written and enlightening even for those with no knowledge of the industry."

-The International Review of Books (Five-Star Review)

"I rate this book 4 out of 4 stars, as it is extremely well-organized in both format and content, following a logical layout of events and statistics that provide insight into the wine industry in China. The content is also well-rounded, not ignoring things that could easily be overlooked such as the impact that mobile commerce or climate change are having on the wine industry. Furthermore, the look at personal stories of people who have gone to China to set up vineyards provided small narrative breaks from the more factual prose."

-OnlineBookClub.Org





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Website: <http://bit.ly/LmaysharkWB>

Twitter: <https://bit.ly/2JgrXQy>

