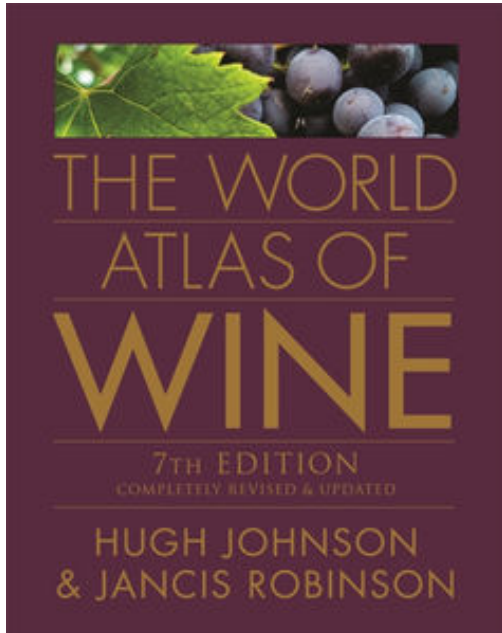

The World Atlas Of Wine - 7th Edition

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"The World Atlas of Wine belongs on your shelf... A multi-layered snapshot of wine and how it has evolved." - Washington Post"

"Extraordinary scope... beautifully done. They are the Lewis and Clark of wine exploration" - TIME magazine

"What a fascinating ride it is." - Los Angeles Times

For the first time in its 42-year history, The World Atlas of Wine is published as an interactive iPad eBook. Hugh Johnson and Jancis Robinson, the world's most respected wine-writing duo, have again joined forces to create a classic that no wine

lover can afford to be without. Reflecting the changing nature of the wine scene, the seventh edition takes into account changes in climate, techniques, fashion and new regulations over the last six years. This major new edition confirms the status of The World Atlas of Wine as the most essential and authoritative wine reference work.

Key features of the iPad Edition include:

- Over 200 interactive zoomable maps of wine regions
- Swipeable galleries of wine bottle labels
- Searchability and super-fast navigation
- Pop-over info boxes
- Note-taking features

It's The World Atlas of Wine as it has never been seen before!

The move away from more predictable international grapes and towards less familiar, local varieties is a noticeable trend. Wine that expresses its precise location is once more to the fore, meaning that an atlas that allows the reader to understand a region's geography is more necessary than ever.

A new Australian map highlights the importance of cool-climate regions as global warming takes effect, for example, while dynamic regions such as coastal Croatia, South Africa's Swartland, northern Virginia in the US and Ningxia in China are covered for the first time. A fresh new design, a bold new 'info graphic' illustration style and stunning new images make the visual appeal of the atlas as strong as its expert, accessible text. The world's increasing appetite for wine is matched by a growing thirst for knowledge, which this book amply satisfies.

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