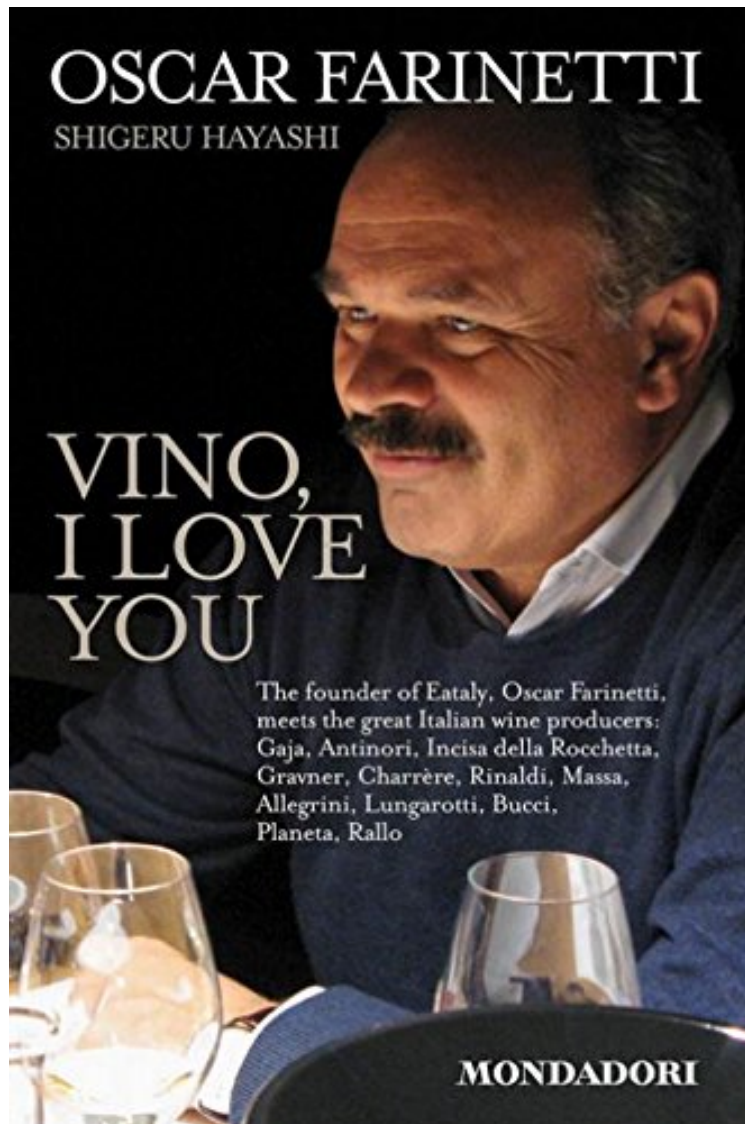


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Vino, I Love You

Oscar Farinetti, Shigeru Hayashi
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Oscar Farinetti, Shigeru Hayashi : *Vino, I Love You* before purchasing it in order to gage whether or not it would be worth my time, and all praised *Vino, I Love You*:

0 of 0 people found the following review helpful. but my wife loved it!By Steve LeibWell not me, but my wife loved it!

Oscar Farinetti is currently considered one of Italy's greatest entrepreneurs, a visionary, able to export "Made in Italy"

anywhere. *Vino, I Love You* comes from an intuition, or rather from a conviction, according to which, fine food and wine, as symbols of economy, culture and above all beauty, will save Italy from the current economic crisis. In this book, we meet 12 of the most praiseworthy wine producers of our time on a journey from the North to the South of Italy, which, step by step, brings you face to face with the minds of extraordinary men and women who have had the courage to bet on the "land" to become driving forces of the future. On this trip to some of the most prestigious wineries of Italy, Oscar Farinetti is not alone, but in the company of Shigeru Hayashi, one of the world's most widely respected sommeliers. For both, the priority is the same: to bring forward a model of sustainable agriculture that is economically viable, environmentally sound and ethically correct. The 12 wine producers are : Gaja, Antinori, Incisa della Rocchetta, Gravner, Charrere, Rinaldi, Massa, Allegrini, Lungarotti, Bucci, Planeta, Rallo

About the Author Oscar Farinetti was born in Alba. From 1978 to 1988 he worked in the food sector in his family's supermarkets. In 1989 he launched a chain of stores called Unieuro specializing in electrical goods and electronics. In 2003 he sold the company and went back to the food business. In 2004 he founded Eataly and took out a stake in many high-quality food and beverage companies. In 2008 he wrote *Coccodé*, a book on his marketing ideas. That same year his biography, *Il mercante di utopie*, written by Anna Sartorio, was published by Sperling Kupfer. In 2011 he wrote *7 mosse per l'Italia*, and in 2012 he wrote the essay devoted to "harmony" for *Lezioni di cittadinanza*, Edizioni Gruppo Abele. Shigeru Hayashi was born in Shizuoka-ken, Japan. In 1982 he was worked in Milan for Suntory Ltd., since leaving college. He has spent long periods of time in Italy, at first as head of the Suntory restaurant in Milan, and later as Chief Representative. Thanks to his travels between Italy and Japan he is now one of the greatest connoisseurs of Italian food and wine. He has been awarded many prizes both in Italy and Japan, and has authored several publications. In 2005 he founded SoloItalia Co. Ltd. (Wine Food Business Consulting). He has been chairman of Eataly Japan since 2009.