

Publicity Contact: Kristin Casemore, kristin.casemore@tenspeed.com, 510-559-1600 x3088



PASSION *for* PINOT

A Journey Through America's Pinot Noir Country

Photography by Andrea Johnson & Robert Holmes
Text by Jordan Mackay

Foreword by Eric Asimov

“Only when someone has taken the time to truly understand its potential can Pinot be coaxed into its fullest expression. And when that happens, its flavors are the most haunting and brilliant and subtle and thrilling and ancient on the planet.”

—Miles, a character in the movie *Sideways*

The popularity of American Pinot Noir post-*Sideways* has transcended fad status, thanks to the grape's considerable charm and food-friendly qualities at the table. According to Nielsen Company research, sales of Pinot jumped an astonishing 36% between May 2006 and May 2008, making it the fastest growing red varietal in the country.

The great red grape of Burgundy (and Champagne), Pinot is considered one of the world's “noble” varieties, and California and Oregon are home to Pinot's greatest expressions in the New World. In *Passion for Pinot*, award-winning photographers Robert Holmes and Andrea Johnson and wine writer Jordan Mackay capture the grape's allure by showcasing top Pinot producers and terroirs on the West Coast.

Passion for Pinot beautifully illustrates the poetry of the vineyard landscapes, the life cycle of the vineyards, and the atmospheres of the wineries. The engaging narrative chronicles the different stylistic approaches to growing and vinifying Pinot and tells the story of the dedicated winemakers responsible for elevating the grape to its exalted status.

Profiles and portraits of pioneering Pinot growers and producers like David Lett, Dick Erath, Dick Ponzi, and David Adelsheim in Oregon and their California counterparts Josh Jensen, Jim Clendenen, Gary Farrell, and Joe Rochioli round out this friendly, witty, and accessible tour through the enigmatic and tantalizing world of Pinot Noir.

Silky, complex, and incredibly versatile, Pinot Noir is the perfect food wine; full of charm and intrigue, it drinks beautifully on its own. With useful and informative sidebars, facts, quotes, and maps, *Passion for Pinot* is an illuminating and entertaining guide to a singularly beguiling grape.

ROBERT HOLMES is a renowned photographer and author who has illustrated more than forty books. His work appeared regularly in the acclaimed Day in the Life series as one of the world's 100 best photojournalists, and he has worked for many major magazines, including *National Geographic*, *Life*, *Time*, and *Travel + Leisure*. He lives in Marin County, California.

ANDREA JOHNSON is a freelance photographer specializing in wine and travel. She has covered many of the world's wine regions, and her photographs are regularly featured in publications such as *Wine Spectator*, *VIA*, *Sunset*, and *National Geographic*. She lives in Portland, Oregon.

JORDAN MACKAY is wine-and-spirits editor for *7x7* magazine in San Francisco and is a contributing writer to *Wine & Spirits*. He has also written for *Food & Wine*, *Gourmet*, the *New York Times*, the *Los Angeles Times*, and the *San Francisco Chronicle*.

Passion for Pinot: A Journey Through America's Pinot Noir Country
Photography by Robert Holmes and Andrea Johnson • Text by Jordan Mackay
\$30 hardcover • 160 pages • 150 full-color photos • 9 ¾ x 11 inches
ISBN 978-1-58008-986-9 • Publication Month: April 2009

Visit our online press room: <http://www.tenspeed.com/resources/tspkits.htm>
to download book covers, author photos, and press releases.