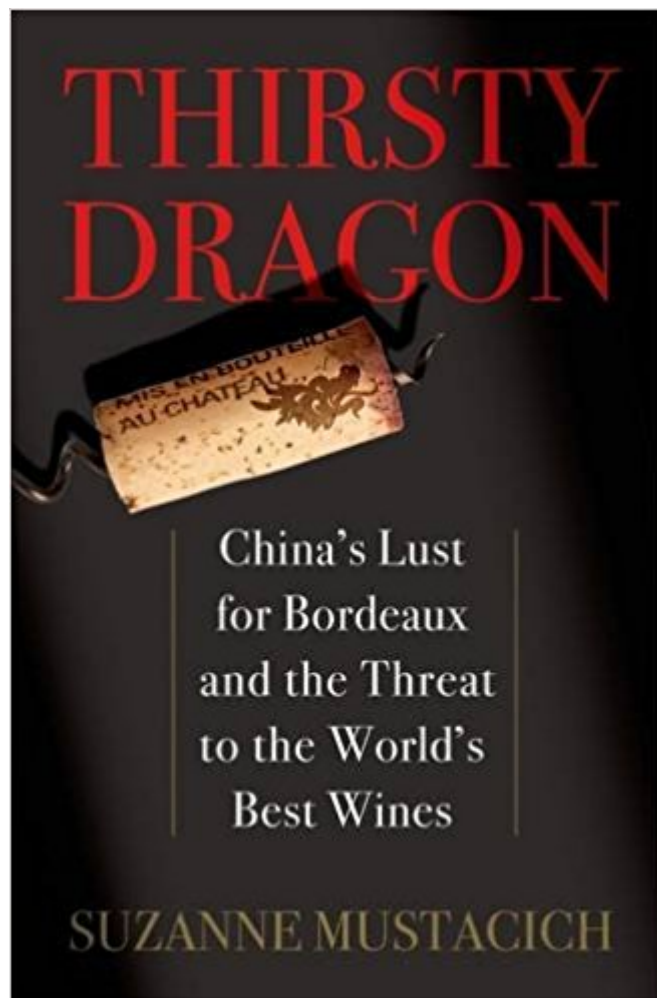




The book was found

Thirsty Dragon: China's Lust For Bordeaux And The Threat To The World's Best Wines



Synopsis

An inside view of China's quest to become a global wine power and Bordeaux's attempt to master the thirsty dragon it helped create. The wine merchants of Bordeaux and the rising entrepreneurs of China would seem to have little in common. Old Europe versus New China, tradition versus disruption, loyalty versus efficiency. And yet these two communities have found their destinies intertwined in the conquest of new markets, as Suzanne Mustacich shows in this provocative account of how China is reshaping the French wine business and how Bordeaux is making its mark on China. *Thirsty Dragon* lays bare the untold story of how an influx of Chinese money rescued France's most venerable wine region from economic collapse, and how the result was a series of misunderstandings and crises that threatened the delicate infrastructure of Bordeaux's insular wine trade. The Bordelais and the Chinese do business according to different and often incompatible sets of rules, and Mustacich uncovers the competing agendas and little-known actors who are transforming the economics and culture of Bordeaux, even as its wines are finding new markets and ever higher prices in Shanghai, Beijing, and Hong Kong, with Hong Kong and London traders playing a pivotal role. At once a tale of business skulduggery and fierce cultural clashes, adventure, and ambition, *Thirsty Dragon* offers a behind-the-scenes look at the challenges facing the world's most famous and prestigious wines.

Book Information

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Customer Reviews

After taking a Wine Economics class, my professor recommended this book and I am so glad he

did! While I am by no means a wine connoisseur or economics savvy, this book is fantastic! I wish it were made into a movie (fictionalized or documentary). Her writing is such that the characters and the entire plot unravel like a political wine thriller! I have yet to finish it but will probably re-read once I am done!

Excellent new book by Wine Spectator contributing editor Suzanne Mustacich that tells the story of how Bordeaux's pursuits of the Chinese market lead to an influx of Chinese money that rescued the region from economic disaster but also brought about a series of misunderstandings that threatened Bordeaux's delicate infrastructure. Well researched and easy to read, Suzanne, a Bordeaux resident, lets the story unfold in a very natural way, as she lived through the experience and knew the key players. The book closes on a ominous note | the Place de Bordeaux faces a gamble, • Suzanne writes. • China challenges the rules of the game, but the game will still be played. •

This is a great read about the wine business in China, but for most people the relevant part is that it discusses "business in China". If you're looking to start working in the Middle Kingdom, this is one of the books you should read to get an idea what lies ahead of you.

The mathematics is simple. If China were to become a wine loving country, the vineyards it favours will see success beyond their imagination. This book is about that prospect. China had come to love Chateau Lafite. The author gives an account, not just of the introduction of Bordeaux wine into China, but also of the history of how the Bordeaux 1855 classification came into being. This book by Suzanne Mustacich, a contributor to the Wine Spectator, covers the rise of Bordeaux prices in spite of some poor vintages like the 2007 and 2008 ones. For example, a French trader bought Chateau Lafite for €110 a bottle from the chateau, then resold them for €130. Within months the wine was being sold for more than €230 a bottle. The clamour for French wine saw three developments, which are covered extensively in this book. The first was the rise of wines from Chinese vineyards (such as the Dynasty and the Grace vineyards). The second was the joint ventures of French vineyards with their Chinese partners (such as DBR-Citi), and thirdly, the rise of counterfeit wines. As Mustacich reveals, the Chinese have added wine to their taste for traditional Chinese wines (baijiu), so they have yet to become connoisseurs of fine French wine. Their love affair with Chateau Lafite was a result of good fortune (for Lafite) as is evident from the book. But that is gradually changing. There are many fine connoisseurs in Hong Kong. And many fine

businessmen. As Mustacich says: “The essence of Bordeaux is commerce. Triumph, failure, and adventure are never far away. China challenges the rules of the game, but the game will still be played.”™

Loved it, reads like a thriller but covers a controversial subject with detail and accuracy. A must read for anyone interested in the international evolution of the world of wine.

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