

Local authors receive international award

It has been announced that "Wine Marketing and Sales, Success Strategies for a Saturated Market," a book by Paul Wagner, **Janeen Olsen and Liz Thach**, won the **Gourmand International Prize** as the best wine book of the year for professionals.

The authors will be honored on April 28 from 5 to 7 p.m. at the Napa Valley Vintners' Teaching Winery at Napa Valley College with a reception and book signing. Their book, has received widespread critical acclaim, and is now used as a wine marketing textbook throughout the world. The event is free and open to the public.

All winery owners, marketing executives, Napa Valley College students and members of the public are invited to attend the event. The authors will discuss their work and sign copies of the book.

Paul Wagner has taught Wine Marketing and Sales at Napa Valley College for nearly fifteen years, and his company, Balzac Communications, is the leading communications company in the wine industry, with such clients as Constellation Wines, Diageo Chateau and Estate Wines, the Union des Grands Crus de Bordeaux, and Vinality.

Janeen Olsen has taught Wine Marketing at Sonoma State University for many years. **Liz Thach**, also from Sonoma State, is the third member of the team. Due to travel commitments, she will not be able to attend the book signing.

The book will be available at the event and is also available at the college bookstore. For information about the book signing, call Dr. Stephen Krebs, Viticulture and Winery Technology, at 253-3259 or the college Community Relations office at 253-3372.