



Penet-Chardonnet

~ Grand Cru ~

PENET-CHARDONNET, A BOUTIQUE CHAMPAGNE DESIGNED FOR LOVERS OF AUTHENTICITY AND ENTHUSIASTS OF PERFECTION

Family-owned for five generations, Penet-Chardonnet is an independent, traditional estate that exclusively produces champagne in the prestigious vineyards of Montagne de Reims, France, on 6 hectares of vineyards that are entirely ranked as “Grand Cru”, the highest classification within the champagne category.

The family’s historical expertise, five generations of obsession for the land and the stringent application of the best handcrafted methods in the region, has allowed the family to perfect the art of producing truly exceptional champagnes.

The estate grown Pinot Noir and Chardonnay grapes are carefully hand-picked and used in all the cuvees. Most of the wines are fermented in stainless steel vats and do not undergo malolactic fermentation, thereby preserving the original acidity of the grapes and enhancing their natural fruit. This, coupled with a minimum of 4 years of ageing ‘sur lie’ ensures finely moussed Champagnes of depth and real complexity, perfectly reflecting their “terroir” specificity.

Making outstanding, non-vintage Champagnes requires the experienced knowledge of blending the right grapes at the right time from the year’s harvest and reserve wines. Penet-Chardonnet has mastered this art of blending for decades, producing a wine with personal style and full of character and distinction.

Only the rarest of excellent vintages allow Penet-Chardonnet to produce the Grande Reserve and Diane Claire, its finest cuvées. Due to the nature of the stringent selection process undergone in creating the Diane Claire, quantities of this preeminent cuvée are very limited.

Penet-Chardonnet champagnes are world-class wines that are made to satisfy the “hedonists” and wine-connoisseurs, especially those who value high-quality, crafted wines and exclusivity. The fruity, complex and full-bodied taste makes them ideal for all occasions and pair perfectly with food.

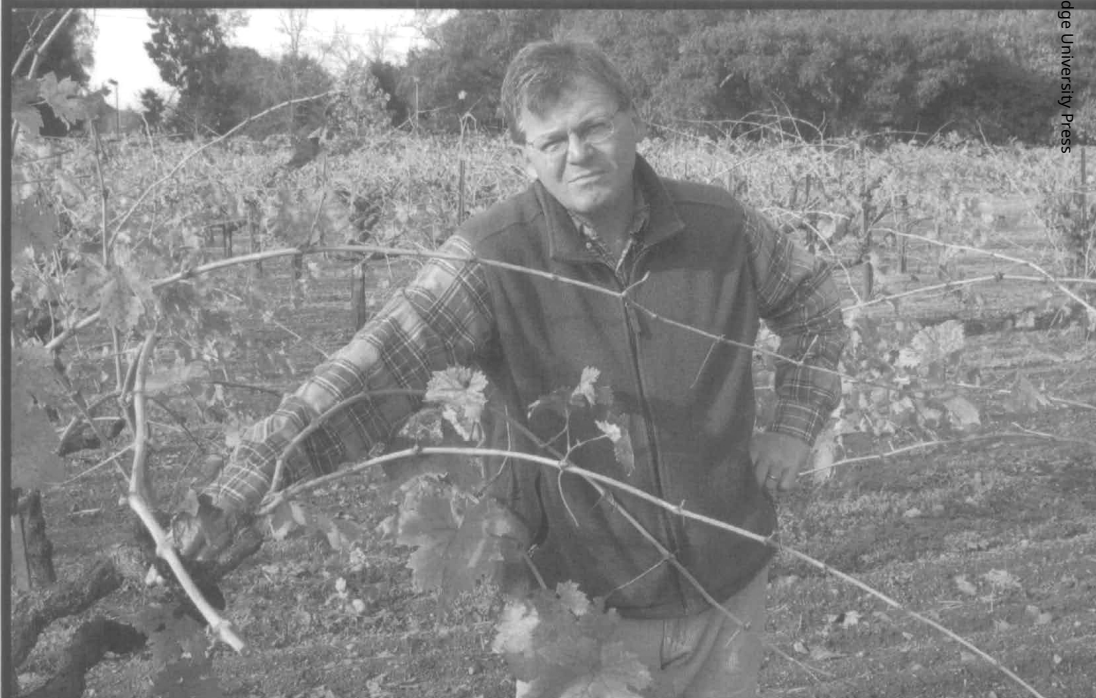
L'instant Taittinger



“Wine Business Monthly has become the most important general trade periodical in our industry. It is too important not to read.”

– George Vierra, consultant and educator

“WBM’s approach is to cover a broad spectrum of industry-related topics. A great example is the piece on global warming by David Furer in July of 2006, ‘Why the Wine Industry Should Care About Global Warming.’ Grape maturity, rootstock and cultivar certification, irrigation monitoring, nutrient manipulation, trellising and crop levels: all of these factors must be considered in trying to understand the puzzle of global warming.”



WINE BUSINESS MONTHLY

The Industry’s Leading Publication for Wineries and Growers

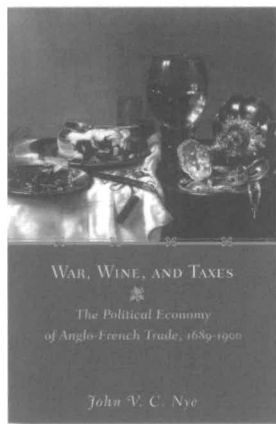
Subscribe Today. 2 ways to subscribe.



1. Call: 800-895-9463



2. Click: www.winebusiness.com



War, Wine, and Taxes

The Political Economy of Anglo-French Trade, 1689–1900

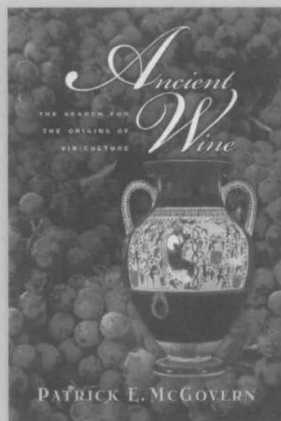
John V. C. Nye

“Nye presents interesting, well-argued analyses of Britain’s trade barriers on French wine and their effect on both the domestic brewing industry and the ability of the British state to raise revenues by taxing beer.”

—M. Veseth, *Choice*

The Princeton Economic History of the Western World
Joel Mokyr, series editor

Cloth \$29.95 978-0-691-12917-4



New in paperback

With a new foreword by Robert G. Mondavi

Ancient Wine

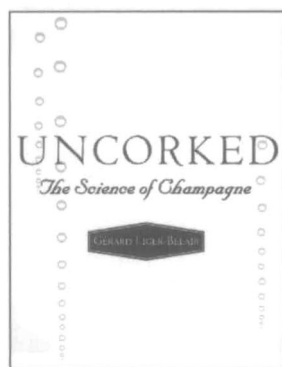
The Search for the Origins of Viniculture

Patrick E. McGovern

“No one is better qualified to sift through the widely scattered clues [to the origins of winemaking] than McGovern, a skilled scientific sleuth who wields the most powerful tools of modern chemistry in his search for the roots of ancient wines.”

—J. Madeleine Nash, *Time Magazine*

Paper \$19.95 978-0-691-12784-2



Uncorked

The Science of Champagne

Gérard Liger-Belair

“This book presents the birth, life and death of a champagne bubble with such gusto, good humor and clarity that you will devour its delicious contents in one gulp. Whereas good champagne is to be sipped, this book is not. You will never experience the sensual elegance of champagne in quite the same way again once you have read this entertaining account of its history and ‘fizzics.’”

—Richard N. Zare, *Nature*

Cloth \$19.95 978-0-691-11919-9

American Association of Wine Economists AAWE
www.wine-economics.org

Application for Membership _____ (enter year)

_____ Applying for a new membership _____ Renewing my membership

First Name and Initial _____ Last Name _____

Address Line 1 _____

Address Line 2 _____

Address Line 3 _____

City _____ State/Country _____ ZIP/Postal Code _____

Telephone No. _____ Fax No. _____

E-mail Address _____

Membership Dues include the *Journal of Wine Economics* which is available in print form and – for personal use - online. It is the Association’s policy not to refund dues.

Membership Type

- _____ Individual membership U.S. (\$39)
- _____ Individual membership non U.S. (\$45)
- _____ Institutional membership (incl. universities) (\$100)

Payment Type

_____ Check (checks must be drawn on a U.S. bank and be made payable to AAWE)

Charge my credit card: _____ Visa _____ American Express _____ MasterCard
Automatic Renewal: your subscription will be renewed automatically each calendar year, unless you cancel beforehand

Card Number _____ *CSC Code _____ Expiration _____
*The CSC Code is a 3 or 4 digit number, which is not part of the credit card number. It is usually found on the back of the card in the signature area (Amex has it on the front).

Cardholder’s name if different from member’s _____

Signature _____

Mail or fax to: American Association of Wine Economists AAWE, Economics Department, Whitman College, Walla Walla, WA 99362, FAX (509) 527-5026

Guidelines for Submission to the *Journal of Wine Economics*

Subjects: Contributors to the *JWE* should note that the objects of the Association are “economic research and analyses and exchanging ideas in wine economics”. The *JWE* welcomes any manuscript that meets these objectives. No rigid rules are applied but preference will be given to articles that are likely to be of general interest to the *Journal's* international readership. Articles should be concisely written and should normally not exceed 6,000 words. Shorter papers and comments, of up to 1,000 words, will also be considered for publication.

Editorial Process: The Editors assess the initial suitability of articles submitted. Authors of submissions considered to be suitable for the *JWE* will be notified and their paper sent out to one or two editorial consultants who will referee the article for the Editors. Unsuitable articles are returned to the authors with a short note of explanation from the Managing Editor. The refereeing process is “double-blind”, in that the identity of the author remains anonymous to the referee and vice versa. Authors may be asked to re-submit their article in revised form, and in all but exceptional circumstances, the Editors will consider only one re-submission of the original article. Upon completion of the refereeing and editorial processes the authors and referees will be notified of the Editors' decision regarding publication along with explanatory feedback which includes all referees' reports. The lag between receipt of submission and first response varies but a three month turnaround may be expected. While every effort is made to ensure that this target is achieved, it cannot be guaranteed.

Preparation of the Manuscript: A 12 point typeface with line spacing of 1.5 is satisfactory with ample margins where comments may be placed should referees wish to mark-up the manuscript. Diagrams and tables should be arranged, as far as possible, in portrait with figures, headings and labels orientated horizontally. Equations should appear on a separate line with equation numbers (where necessary) aligned at the right hand margin. Where appropriate, full mathematical workings should accompany the articles in order to assist the referees. These workings will not be published. References should be cited according to the Harvard System, i.e. author(s)' names and date of publication to be given in the body of the text and the references collected alphabetically at the end of the paper. The title of the journal or source should be given in full. See a recent issue of the *JWE* for guidance. In the case of articles quoting statistics (such as regression coefficients) based on unquoted data, authors should be prepared to send to the Editors a copy of the data and details of the methodology used (possibly in the form of a self-explanatory computer printout) so that the referee may test the derivation of such statistics.

Submission: Authors should submit their paper via e-mail to jwe@whitman.edu. The submission package should include a text file (i.e., Word) and a PDF version of the manuscript containing the title, list of authors, affiliations, abstract, and a list of keywords. When creating the PDF file, be sure that all fonts are embedded into the PDF file. In exceptional circumstances, the journal may accept a hard-copy submission which should be sent to Dr. Karl Storchmann, Managing Editor *JWE*, Economics Department, Whitman College, Walla Walla, WA 99362, Tel.: (509) 527-5718, Fax: (509) 527-5026, e-mail: jwe@whitman.edu.

Page Charges and Submission Fees: There are no page charges or submission fees at the *JWE*. Although not required, non-members are invited to join the *American Association of Wine Economists* and subscribe to the *JWE*.

Copyright: Authors will be required to sign a copyright form for all papers accepted for publication. Signature of the form is a condition of publication. Please see the form for further details.

Book and Film Reviews: The *JWE* publishes book and film reviews, typically around 1,500 words in length. Anyone wishing to act as reviewer should contact Dr. Karl Storchmann at the address given above

The American Association of Wine Economists

AAWE

Founded in 2006

Officers

President

Orley C. Ashenfelter, Princeton University

Vice-Presidents

Kym Anderson, University of Adelaide and World Bank

Victor Ginsburgh, Université Libre de Bruxelles

Robert N. Stavins, Harvard University

Karl Storchmann, Whitman College

The *Journal of Wine Economics (JWE)* is owned by the American Association of Wine Economists and published twice a year. Member of the American Association of Wine Economists receive a hard copy of the JWE and have free access to the JWE on-line for an annual charge of \$39 (outside of the U.S.A. \$45).

Correspondence relating to advertising, business matters, permission to quote, subscriptions and changes of address should be sent to the American association of Wine Economists, Economic Department, Whitman College, 345 Boyer Avenue, Walla Walla, WA 99362 (email: jwe@whitman.edu). A membership or subscription paid twice is automatically extended for an additional year unless otherwise requested.

Copyright © 2009 by the American Association of Wine Economists (AAWE). Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without a fee provided that copies are not made or distributed for profit or direct commercial advantage and that copies show this notice on the first page or initial screen of the display along with a full citation, including the name of the author. Copyrights for components of this work owned by others than AAWE must be honored. Abstracting with credit is permitted. To copy otherwise, to republish, to post on servers, to redistribute to lists, or to use any component of this work in other works requires prior specific permission and/or a fee. Permission may be requested from the American Association of Wine Economists, Economic Department, Whitman College, 345 Boyer Avenue, Walla Walla, WA 99362.

