

# Introduction

## When addiction is not enough

The world of wine moves so fast and is expanding so quickly that *Wine Report* has become addictive for anyone who is seriously interested in wine.

You have to be bitten by the wine-bug to appreciate its contents, but once bitten, you instantly realize that it is the only one-stop resource that will keep you on top of what's really going on in the wine world. Alistair, the manager of my local wine bar (Summertown Wine Café – try it out), reads it on the loo; movers and shakers in the wine trade would not be seen dead without a copy; MWs swear by it; and sommeliers just love it. Brian Julyan, the chief executive of the Court of Master Sommeliers Worldwide, recommends *Wine Report* as essential reading for those taking their MS examination, and the book is waved in the air at Master of Wine seminars, where students are told that it is “required reading”.

We've also had some great reviews, on top of which the first edition was voted Best Wine Guide in the World, while the second edition was voted Best Wine Book in the World – a unique achievement in the history of the Gourmand International Awards.

It's nice to have such critical success and readers who are addicted to *Wine Report*, but sales are not covering the cost of the contributors whose hard work makes the book so addictive each year. Obviously we don't have enough addicts; and if we don't achieve sales of 50,000 copies by the fifth edition, I can see there being no *Wine Report 2009*. It might be unconventional, but it's better to give those who enjoy *Wine Report* the opportunity to ensure its future than to do nothing. So, if every regular reader could seek out just one like-minded person a year who has not seen *Wine Report* and show it to him or her, I think that should do the trick. Thanks in anticipation.

Tom Stevenson