


Blood and Wine: The Unauthorized Story of the Gallo Wine Empire.

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Article Preview :

The E. & J. Gallo Winery of Modesto, California, is a phenomenon, not just of the wine trade but of American capitalism. Founded in 1933 (in its present form, at least; this is a matter of some dispute) by the sons of an Italian immigrant, and still a family-owned business, Gallo has grown into the largest wine-producing entity in the world. Outselling its next three competitors combined, it utilizes roughly half of the total annual California grape harvest, and pours an estimated \$800 or \$900 million worth of wine a year (the winery does not release sales or production figures) into the marketplace, under such labels as Thunderbird, Night Train Express, Ripple, Boone's Farm, Carlo Rossi, Tott's, Andre and Bartles & Jaymes, as well as E. & J. Gallo itself. Gallo owns its own glass factory, its own trucking fleet, a 25-acre warehouse, a 165-million-gallon tank farm and--according to this book, anyway--about 17,000 acres of land under various family and corporate titles. It has also, through both its production methods and its sales and marketing techniques, revolutionized the American wine business. There's a dark side to the Gallo story, though. Rumors about the family have been common

in wine circles for years--tales of a bootlegging uncle, of suicides...

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