This is the fascinating story of a young man born in the depths of the American Depression whose passion for chemistry led him to the very epicenter of the California wine renaissance: a witty and engaging account of life behind the scenes by a leading winemaker for some of California’s best known wine labels.

With candor and fascinating detail, Peterson chronicles how an industry completely decimated by Prohibition was to transform itself with incredible speed into a world-famous wine region.

His remarkable journey led him to work alongside many of the most colorful and legendary names who shaped the California wine industry. His extraordinary depth of experience sheds an entertaining, candid light on the wine industry’s path to success.

**TARGET READERSHIPS**

- **Wine Enthusiasts**
  A fascinating opportunity to take a behind-the-scenes look at the art and science of winemaking - from a leading industry scientist/innovator with exceptional experience in crafting wines for both national and boutique brands.

- **Anyone Interested in the History of California Winemaking**
  A first-hand account of a period of astonishing growth and unprecedented change as seen by a prominent winemaker of the time who witnessed it all.

- **Wine Industry Members, Business & Management Students**
  Candid accounts of both brilliant and disastrous management decisions offer important lessons for those in the wine industry and beyond.

- **Winemakers, Technologists & Wine/Food Instructors**
  Peterson layers a wealth of rich detail about the chemistry of winemaking in a very accessible way. Clear, concise footnotes demystify many wine terms and processes.

“...In this deeply moving personal memoir, Peterson takes readers behind the scenes of the most significant developments in the California wine industry over the last half century.” — ANTONIO GALLONI, founder of Vinous, leading wine web site
ABOUT THE AUTHOR

Dick Peterson is well-known in the California wine industry as an innovator, winemaker, educator, international wine judge, viticulture/enology consultant and expert witness in legal cases. After earning a BS in Chemical Technology, a MS in Food Science and a PhD in Agricultural Chemistry, he started his working life in 1958 with E. & J. Gallo Winery in Research and New Product Development. He then replaced the legendary Andre Tchelistcheff as winemaster at Beaulieu Vineyards.

He is responsible for creating many well-loved American wines and brands such as Lancers Vinho Branco, Monterey Vineyard and all the original Taylor California Cellars wines. He oversaw the development of Atlas Peak Vineyards, excavating some of California’s largest wine caves.

He is a former president of The American Society for Enology & Viticulture, director of the Wine Institute, and founding member of the The Society of Wine Educators and the American Institute for Wine and Food.

REVIEWS FOR *The Winemaker*

From Gallo to Screaming Eagle, the author walks the reader through some of the most astonishing times in the wine industry. Told from the vantage point of one who was there, high points and low points of an energetic and changing industry come to life with clarity, wit and veracity.

**PETER MONDAVI ST., Proprietor Charles Krug**

‘Dr. Dick’ Peterson takes the reader on a journey through the fifty odd-years that he spent creating new wines; tasting, studying and marrying personal taste sensations together with biochemistry. The story combines these personal experiences while dealing with individual business managers, often under trying conditions. He does it brilliantly, making this book a pleasure to read.

**DOUG FROST, Master Sommelier, Master of Wine**

A fascinating look at the personalities of key players in the wine industry and the resulting personalities of the wineries they operated. It is an eye opening revelation of how winemakers create new wines, written in down-to-earth language that is as enjoyable as it is memorable.

**DOROTHY TCHELISTCHEFF, Mrs Andre Tchelistcheff**

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