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# Exploring Wine Regions

## PRESS RELEASE

### "EXPLORING WINE REGIONS" BRAND LAUNCHES WITH ARGENTINA



*O. Fournier winery in Mendoza's Valle de Uco (pictured, left) and Pinot Noir grape harvest at Algodon Wine Estates (right). Photos by Michael C. Higgins*

**New York - October 24, 2016:** [Exploring Wine Regions](#), a travel lifestyle brand showcasing the world's top wine regions, has launched with the publication of its first book - *Exploring Wine Regions: Argentina*. With this brand, creator and book author Michael C. Higgins, PhD, has set out to provide extensive insider's guides to the world's top eleven wine countries through his book series, blog and custom-designed travel program. For each country, the brand will uncover the destination's wine regions, culinary landscape and travel offerings - starting with Argentina.

The first book in the series, *Exploring Wine Regions: Argentina*, serves as a wine reference, coffee table book and travel guide, all in one. A result of unparalleled personal relationships with top agronomists, oenologists and sommeliers in Argentina, Higgins unearths the story of this New World wine destination through an extensive overview of Argentina's key wine regions: Mendoza, Salta and Patagonia.

Higgins spent three consecutive harvest seasons in Argentina, explored 58 wineries, consulted with 107 winemakers and tasted 583 bottles. The book's forward is written by Paul Hobbs, a winemaker and consultant deemed "The Steve Jobs of Wine" by *Forbes* magazine.

Higgins reviews the country's diverse terroirs through its wineries, examining the vineyards' production methods, key winemakers and collection details. Furthermore, the book explores the country's culinary landscape - offering restaurant recommendations, pairing advice and insight into popular national dishes and food traditions.

All of the content in the book was personally vetted and compiled by Higgins, including all 550 images taken by the author himself. Higgins offers valuable travel tips and important background information on Argentina's culture and customs. Travelers can also seek Higgins' first-hand expertise by booking a [custom wine trip](#) directly through his website.

The book is published by the International Exploration Society and is distributed by AtlasBooks. Books are available at [Barnes & Noble](#), [Target](#) and [Amazon](#), in addition to major book stores and wine shops across the country.

Exploring Wine Regions will head to California next, with plans to produce guides for Italy, France, Spain, Chile, Portugal, Germany, South Africa, Australia and New Zealand.

To learn more about Exploring Wine Regions, please visit [www.exploringwineregions.com](http://www.exploringwineregions.com).

#### **ABOUT MICHAEL C. HIGGINS, PHD**

*Michael C. Higgins, MBA, PhD, is the founder and former publisher of Flying Adventures magazine - a lifestyle travel magazine for owners and passengers of private aircraft. Serving as the magazine's publisher for 20 years, Dr. Higgins has acquired extensive knowledge in the hospitality and luxury travel industries. He holds a Bachelor of Arts in Commercial Art, a degree in Photography from the renowned ArtCenter College of Design in California, advanced business degrees (MBA and PhD), an aviation pilot license and numerous independent training programs on specialty subjects. This is his first book.*

#### **Media Contact:**

Rebecca Singelenberg at WEILL

E-mail: [rsingelenberg@geoffreyweill.com](mailto:rsingelenberg@geoffreyweill.com)

Tel: 1-866-PR-WEILL

[www.geoffreyweill.com](http://www.geoffreyweill.com)

