

Key Selling Points:

- **Market Demand**

Argentina has rapidly grown to rank fifth in global wine production behind Italy, France, Spain and the United States (the highest growth rate of the top five wine producing countries in the world). This popularity has caused a 30% annual growth in tourism visitors to Argentina's wine regions, currently 1.5 million annual visitors (27% of all visitors to Argentina). The United States is the number one market for Argentina wine consumption and visitors to Argentina (the United States has more than 100 million wine drinkers, a 17% growth from last year). *Wine Enthusiast* magazine named Mendoza (Argentina's primary wine region) as a Top Ten Best Wine Travel Destination.

- **Unique Book**

Exploring Wine Regions – Argentina is the only guide book focused on Argentina's wine regions. Other guide books to Argentina are general, and if they include wine regions, they are a very small section of the book. Furthermore, the other guide books are not coffee-table quality, nor having more than 550 spectacular photographs of the destinations. This is an insiders-guide from the authors first-hand experiences being in Argentina for 13 weeks.

- **Attention Getting Book**

The book's cover has a beautiful attention-getting look to be noticed by customers. It has a unique 8.5" square design, with French gatefolds, and a two texture cover of matte laminate (to also resist fingerprints) and high gloss UV coating on the photographs and title for both a dramatic look and a tactile feel to the cover.

- **High Quality / Reasonable Price**

The Perfect Gift for any wine lover. For only \$34.95, this makes a very impressive gift. It is extremely high quality, at a reasonable price. Books of this caliber sell for much more. Plus, the book appeals to both the wine novice wanting to learn about wine and having a great time doing such, to the wine experts wanting to delve deep into the micro-appellations of this country.

- **Author Support**

Author Support is regularly available for Book Signings and Entertaining Storytelling about Argentina, their wine, food, culture and other aspects of an Argentine journey that inspires purchasing the book.

- **Marketing & Publicity Plans**

The Publisher has an extensive marketing and publicity plan to create high demand for purchasing the books (see the three-page Marketing & Publicity Plan).

