The first edition of *The World Atlas of Wine* made publishing history when it appeared in 1971 and was hailed by the French Government as ‘Un événement majeur de la littérature viticole.’ To date, the Atlas has been published in 16 languages and its total sales exceed 4.5 million copies. Hugh Johnson and Jancis Robinson, the world’s most authoritative wine-writing duo, have joined forces for a third time and have created a seventh edition of this wine-literature classic.

Much has changed since the last edition of the Atlas in 2007. Changes in climate, in winemaking techniques and in where wine is grown, for example, are all reflected in this new edition.

The Atlas also charts major worldwide wine trends, such as the move away from predictable international grapes towards possibly less familiar, local varieties and to wine styles that are lighter, fresher and more transparently the product of their geography. Wine that expresses its precise location has once more come to the fore and an Atlas that allows the reader to understand a region’s topography is more necessary now than ever before.

Such trends, alongside the growth of such ‘new’ figures in the wine world as China, not just as a consumer of wine but also as a grape-grower and wine producer, are just a few of the many topical issues covered by the Atlas. By chronicling in detail the developments reported from each wine region, each edition of this landmark publication provides an up-to-date and comprehensive representation of the world of wine.

The Atlas is renowned for its superb cartography and this seventh edition has 215 unique and specially created maps. Dynamic wine regions such as coastal Croatia, Khaketi in Georgia, Canterbury in New Zealand, Swartland in South Africa, northern Virginia in the US, and Ningxia in China are examples of just some areas that are covered in this guide for the first time.

*The World Atlas of Wine* is widely recognized by critics and experts as the most authoritative wine reference work available. This, the seventh edition in the Atlas’s 42-year history, confirms its position as the ultimate book for every wine lover.

‘Hugh Johnson and Jancis Robinson are the Bordeaux and Burgundy of wine writers’

*THE TIMES*

‘A thing of beauty and a joy for ever ... fine cartography combines with expert text and evocative photography to create an irresistible package’

*INDEPENDENT*

For further information about the book and to see videos with the authors, please visit www.worldatlasofwine.com.

To request an interview with the authors or to receive a review copy, please contact Fiona Smith at fiona@smithandbaxter.co.uk or call 07831 193250 or 020 3701 2268
THE WORLD ATLAS OF WINE

iBook edition

Published 7th October 2013 | £19.99

For the first time in its 42-year history, The World Atlas of Wine is being published as an iPad eBook. The £19.99 digital offering, which includes the complete content of the physical edition, will be released in Apple’s iBook Store in October. The eBook includes panoramic maps, allowing each region to be enjoyed in stunning detail. Galleries of wine labels can be viewed as full-screen images and the stunning photography of the book is brought to life on the backlit screen of the iPad.

KEY FEATURES:

Author video
Interactive maps
Galleries of labels
Note-taking features

The World Atlas of Wine as it has never been seen before!

As Jancis Robinson commented, ‘Being able to zoom in on the detail of our wonderfully detailed maps really makes a difference – and the pictures are extra-sumptuous on an iPad. Now I understand why our picture editor was so excited.’

For further information about the book and to see videos with the authors, please visit www.worldatlasofwine.com.

To request an interview with the authors or to receive a review copy, please contact Fiona Smith at fiona@smithandbaxter.co.uk or call 07831 193250 or 020 3701 2268
Hugh Johnson has led the world of wine writing in many new directions over the 48 years since his first book, Wine, was published. The World Atlas of Wine, his Wine Companion (now in its sixth edition), the annual Pocket Wine Book (since 1977), The Story of Wine, and his memoirs, A Life Uncorked, have all been best-sellers. Indeed, his Pocket Wine is the world’s best-selling annual wine book. His unique approach, serious and informed yet entertaining and unpretentious, has earned him the admiration of wine lovers all over the world. He makes complicated subjects accessible and enjoyable.

Hugh’s International Book of Trees, The Principles of Gardening, and his regular gardening column over 36 years gained him another loyal following. In 2011, his Trees: A Lifetime’s Journey won the Garden Media Guild’s Reference Book of the Year award, and its translation was awarded the 2012 Prix Redouté for the best gardening book in the French language. Total sales of his books now exceed 16 million copies. In 2003, Hugh was made a Chevalier of the Ordre National du Mérite by President Chirac, and in 2007, he was awarded an OBE for services to winemaking and horticulture, his two great passions.

Jancis Robinson is one of only a handful of wine writers with an international reputation. Her multi-award-winning books, including the hugely successful Oxford Companion to Wine (1994, 1999, 2006), and Wine Grapes (2012), are among the most important landmarks in wine literature. Jancis is the Financial Times wine correspondent and writes a bi-monthly column that is published around the world. She writes daily for www.JancisRobinson.com, which has subscribers in 100 countries and was voted the first-ever Wine Website of the Year in the Louis Roederer International Wine Writers Awards 2010.

Critically acclaimed as the ‘most respected wine critic and journalist in the world’ (Decanter), Jancis was the first person outside the wine trade to qualify as a Master of Wine, in 1984. She was awarded an OBE in 2003 by Her Majesty the Queen, on whose cellar she now advises, and was made an Officier of the Ordre du Mérite Agricole in 2010 by the French Minister of Agriculture. Jancis has been Honorary President of the Wine & Spirit Education Trust since January 2012.

NOTES TO EDITORS

The Seventh Edition of The World Atlas of Wine brings together the unrivalled talents of the world’s most famous wine writers, Hugh Johnson and Jancis Robinson.

This new edition is the most thorough and expansive wine atlas ever, providing an up-to-date representation of the world of wine in 2013.

Available for the first time as an iPad eBook.

Sales of the Atlas since 1971 total over 4.5 million copies.

The Atlas has been published in 16 languages.

25 brand new, specially commissioned maps have been added to the Atlas to reflect new and flourishing wine regions such as coastal Croatia, Australia’s Mornington Peninsula, Ningxia, China and more.

Charts the rise of Asia as a major force in wine.

Includes breathtaking new photography.

For further information about the book and to see videos with the authors, please visit www.worldatlasofwine.com. To request an interview with the authors or to receive a review copy, please contact Fiona Smith at fiona@smithandbaxter.co.uk or call 07831 193250 or 020 3701 2268
The maps are intricate, informative and perfect for understanding some of the complicated wine regions... a necessary tool for anyone in the wine trade or any aspiring wine buffs’

COUNTRY LIFE

‘A truly comprehensive reference book by two of our foremost authorities on the subject’

DELICIOUS

‘The secret of its success lies in its comprehensiveness’

THE GOOD BOOK GUIDE

‘A bible of the wine industry’

HARPERS

‘A great reference work for the serious wine buff’

STELLA, SUNDAY TELEGRAPH

‘The “bible” for oenophiles’

SUNDAY TELEGRAPH

‘Heavy meat but good value sprinkled with “Johnson gold dust”’

THE TIMES