

be tiresome to read straight through. Instead, it should serve as a singular expert's guide to what to look for when shopping. For each producer, he includes recommendations for specific labels along with one to four dollar signs to indicate prices less than \$60, \$60–\$100, \$100–\$200, and more than \$200. I have found consistently delicious grower champagne for as little as \$35 and rarely need to exceed \$75 to get something memorable.

While Liem's writing makes the reading comfortable, the layout of the book can be sidetracking with single and multi-page inserts covering special topics breaking up the flow of the text sometimes in mid-sentence. Additionally, with notes for the first two parts in the back of the book, one frequently has to turn back and forth. Since there is ample room in the margins, it would have been more reader-friendly to set the notes there. Except for portraits of producers the captions for which are in the margins of facing pages, there is no indication of what the other photos that beautifully illustrate the book show. It would be nice to know, for instance, what I am looking at on pp. 142–143 and pp. 232–233. On the other hand, the 12-page glossary, bibliography, and 6-page, 3-column index are useful resources, especially for the novice.

Champagne is a significant work by someone who has thoroughly immersed himself into the land and culture of the region while still maintaining an independent perspective. Because of the range and depth of its coverage, the book should be of interest to collectors in search of the best producers and, although only village-level locations and not specific addresses are provided, to wine tourists planning a trip to the region. In other words, if unlike Frank, you get a kick from champagne or want to, you might get one from *Champagne* as well.

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TEIJI TAKAHASHI, KIMIE HARADA, KAZUHIKO KOBAYASHI, and HIROSHI SAITO: *Wines of Japan. A Comprehensive Guide to the Wines and Wineries of Japan*. Ikaros Publications, Tokyo, 2017, pp. 465 (bilingual edition), ISBN 978-4-8022-0477-4, \$56.77 (softcover), \$16.99 (Kindle edition).

The authors of this engaging and informative bilingual volume open with the statement “[y]ou may think it unlikely that a quality wine can be produced in Japan. ... You are however advised to update your world map of wine ... Japan has a history of about ... 150 years of making wine” (p. 5).

This observation sets the scene for a book which had its origins in a conference at the University of Tokyo in 2011, and is the first serious publication of its type in

English. Historically Japan's wine industry was very small. It dates from the start of the Meiji era in 1868, when the government first encouraged its production. But until recently wine was relatively unimportant in Japanese drinking and cuisine. In fact, wine was considered unsuitable for its cuisine. Moreover, the country's soils are predominantly volcanic ash. Rainfall is typically heavy during the flowering period, especially in June, while typhoons are common during the maturation month of September. In addition, summers are hot and humid, creating problems with fungal disease. As the authors put it, wine was considered a "classy" drink, reserved for special occasions. All this was based on the widespread view that the Asian monsoon region (not just Japan) would always produce its alcoholic drinks made from starches in rice and other grains.

Things began to slowly change in the 1960s. As Japan became rich and more global, and as international tourism expanded, there was a growing interest in wine. Several pioneering winemakers studied and lived abroad, principally in France and the United States, and they began to experiment with domestic production. These winemakers began to enter their wines in international shows, and in time received recognition for their efforts.

However, the authors emphasize that the industry is still, in some respects, in its infancy. It may not be widely understood that most wine "produced" in Japan is, in fact, made from imported grape juice or concentrate. These are the major beverage companies, with factories in Japan's main port cities. Only about 18–19% of the total is made from grapes grown in Japan. The country will probably always be a net wine importer. About 70% of wine consumed is imported. The country is not, and may never be, a significant wine exporter, and its wines are not commonly found abroad. In addition, Japanese wine consumption is relatively low compared to most high-income countries, just 3.3 litres per adult per year.

Nevertheless, the authors clearly demonstrate that things are on the move. Wine is becoming increasingly popular. In October 2015, the first official labeling regulations were introduced, requiring that only wine produced from locally grown grapes could be termed "Japan Wine." A system of Geographical Indications (GIs) has been introduced, and is gradually spreading across the country. Wine imports were liberalized as far back as 1970, and the foreign competition is forcing the local industry to lift its quality. Accompanying these changes has been the growth of wine tourism and culinary innovation in the major wine areas, especially those renowned for their scenic beauty.

One of the most interesting features of the book is the survey of the major wine producing regions and winemakers, including interviews with the owners of more than 40 wineries. This constitutes six of the seven main chapters. The authors carefully document the continuous experimentation with grape varieties, regions, sites, horticultural practices, and vinification technologies. Gradually some patterns are clearly emerging. The industry is expanding mainly in the east and north of the country, in the higher altitude regions of the main island of Honshu, and in the northern island of Hokkaido. A variety of European grape varieties that tolerate

wet climates have been introduced, with mixed success. Merlot and chardonnay appear to have adapted better than most. But the major success story to date has been the white grape variety known as “koshu.” This is, in fact, an indigenous variety that has existed in Japan for centuries, mainly in the country’s major wine producing region, Yamanashi. This region, which produces about one-third of the country’s grapes, is located in a valley (and, hence, more protected from typhoons), with somewhat less rainfall. In 2013 Yamanashi was the first region to be officially recognized for its GI status. It is also quite close to Tokyo and the country’s famous Mt. Fuji, and, thus, has potential for growing wine tourism.

The industrial organization of the industry is segmented. It consists of five major firms, mainly using imported material and all with a history in the food and beverage industry, alongside about 280 smaller wineries. The latter typically use locally grown grapes, often from their own vineyard. In total, only about 10% of the grapes are grown by the wineries themselves, in part a legacy of earlier land regulations. Although Japanese winemakers have studied abroad, the foreign presence appears to be relatively small, as it is in the Japanese economy in general. There are no major foreign investors in the industry, while the practice of “flying winemakers,” so common in new world producers as a means of rapid technological learning and diffusion, is uncommon.

Appropriately, the authors’ pioneering work was recognized in September 2018 at a ceremony in Paris with an International Organisation of Vine and Wine (OIV) award in the “wines and territories” category. The volume has paved the way for other researchers in this field. For example, there is passing reference to the high costs of production, but the economics of the industry is not examined in any detail. The very strong yen for much of the past three decades is presumably a factor in the high cost structure. It may also be the case that agricultural protection, especially for rice, has inflated land values and, hence, agricultural costs. The relatively closed Japanese labour market, in this case for example, for the wine harvest, could be another factor. One might therefore hypothesize that Japan will remain a relatively small but interesting niche producer, its wine of particular interest to a loyal domestic clientele and to a select international market with a particular interest in Japanese wine and culinary culture.

More generally, the authors point to the need for more accurate wine production, consumption, and trade statistics in Japan (and its neighbours, particularly China), a subject on which one of the authors has co-authored an important recent paper in this Journal (Anderson and Harada, 2018). One can only hope that this volume will stimulate more work in this field.

The background of the authors is eclectic: two of them are academics at Tokyo universities (one in finance, the other in agriculture and life sciences); one has a law doctorate and worked mainly for the Japanese government and the United Nations; and one has a graduate education in wine and direct commercial experience. The president of the Japan Wine Association also provides a brief, interesting Afterword.

The book is beautifully illustrated and written in a lively and accessible style. For anybody interested in knowing more about wine in this, the world's third largest economy, and understanding its recent evolution and adaptation in a country with a deep and ancient culture, this is the volume to read.

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DANIEL DECKERS: *The Sign of the Grape and Eagle: A History of German Wine*. Frankfurt Academic Press, Frankfurt, 2018, 100 pp., ISBN 978-3-86983-020-9 (soft cover), €20 (directly from the publisher).

In 1985, a survey of the West German population showed that almost half of those canvassed had thought wine fraud was broadly practiced and that less than 10% considered German wine to be of a generally good quality. Earlier that year, the Austrian diethylene glycol wine scandal disproportionately affected the German trade because many of the tampered wines were sold as blending agents to bulk German producers. As if this were not enough, in 1985, Christophe Tyrell, President of the German Growers' Union, had been sentenced to a year in prison for illegally “improving” predicate wines at his Ruwer estate. The reputation of the German wine trade, and its *prima facie* ambassador, the *Verband Deutscher Prädikats- und Qualitätsweingüter* (VDP or Association of German Predicate Wine Estates), had been sorely damaged. Although the timing of the public survey coincided with these illicit scandals, the sour reputation of domestic wine among Germans, and the lack of trust in the trade, proves to have much deeper roots.

The history of German wine is anything but linear. Ups and downs constitute the norm, not the exception. Both regional infighting and global turmoil—not least the two world wars—have destabilized the German wine trade to its breaking point, on several occasions. Yet, like a phoenix risen out of the ashes, the global trade in German wine has (once again) captivated on the world stage. Lettie Teague's (2018) three-part series on German wine in the *Wall Street Journal* (June 27, July 5, July 19) is evidence enough of its broadening appeal, even if the premise of her thoughtful articles is that most Americans misunderstand or are oblivious to German wine altogether. One could argue that we are living in the Golden Age of German wine, especially Riesling. Not since the 1890s have the finest fruits of the Mosel and Rhine been

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KNUT BERGMANN: *Mit Wein Staat Machen: Eine Geschichte der Bundesrepublik Deutschland (State-building with Wine: A History of the Federal Republic of Germany)*. Language: German. Insel Verlag, Berlin, 2018, 366 pp., ISBN 978-3458177715 (hardcover), €25.

Alcohol, like sex and religion, is a taboo that Americans scarcely broach in polite conversation. In politics too, alcohol seems anathema to the puritanical messages of the mainstream of promulgated Judeo-Christian values. Only in the rarest of instances, for example, William Henry Harrison's 1840 "Hard Cider" campaign and President Obama's "beer summit" following the arrest of Henry Louis Gates, have national politicians weaponized alcohol to send a curated message, usually about class. While the recent senate judiciary flap involving judge Brett Kavanaugh placed beer front and center in American politics, alcohol—especially wine—remains seemingly absent from the American political imagination.

This is less so in the case of Germany, particularly postwar West Germany, where the politics of wine, or rather the wine of politics, was often high stakes. Knut Bergmann's meticulously researched German-language book, *Mit Wein Staat Machen: Eine Geschichte der Bundesrepublik Deutschland (State-building with Wine: A History of the Federal Republic of Germany)*, offers a fascinating glimpse into the inclusion and exclusion of wine at state events, which was often loaded with symbolic meaning, political pitfalls, and journalistic criticisms. Whether international spectacles such as the official visits of American President John F. Kennedy or the Swedish royal family, or the mundaneness of dressed-up Bonn diplomacy, wine—German or otherwise—was almost always a key ingredient in the making of the modern German state.

Bergmann, a political scientist by training, opens his study by tipping his hat to hand-picked anthropological, historical, and sociological themes in wine scholarship. Short sections on ceremony, consumption patterns, and alcohol policy during the Imperial period, Weimar Republic, and Nazi era demonstrate