

CONTENTS

<i>List of Illustrations</i>	xi
<i>Preface</i>	xiii
<i>Acknowledgments</i>	xix
Introduction	
r. Place Matters	18
z. "Wine Is Dead! Long Live Wine!"	54
3. California Dreaming	93
4. Tasting Wisconsin: A Chef's Story	139
5. Connecting Farmers and Chefs in Vermont	169
6. The Next Phase: Taste of Place or Brand?	208
Épilogue	244
<i>Appendix</i>	251
<i>Notes</i>	263
<i>Bibliography</i>	281
<i>Index</i>	291