



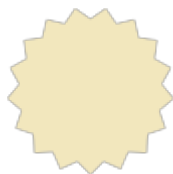
Written by
Alex Hunt MW
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How peculiar is wine?



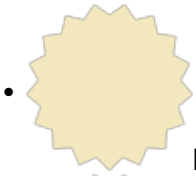
As a quote, it has all the makings of an exam question: 'The wine industry is "peculiar, fragmented, confusing and impenetrable". Discuss.' These four provocative adjectives were brandished by ad man Sir John Hegarty (pictured) in a speech at the UK Wine and Spirit Trade Association's annual conference last month. According to reports in the...

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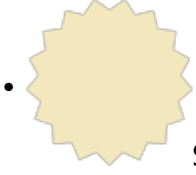


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