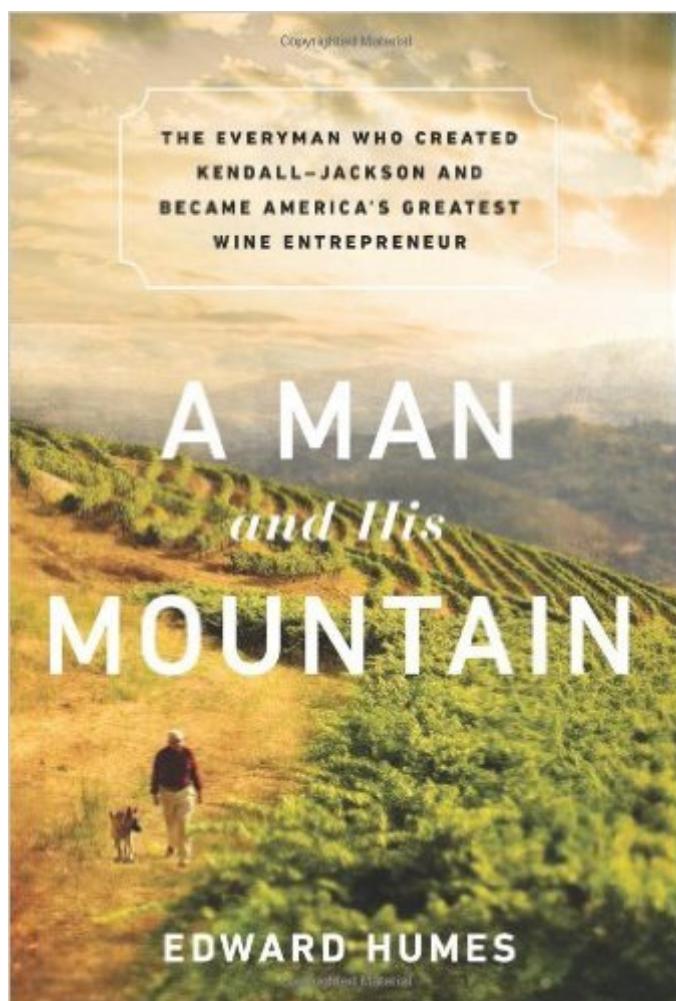


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A Man And His Mountain: The Everyman Who Created Kendall-Jackson And Became America's Greatest Wine Entrepreneur



Synopsis

The story of self-made billionaire Jess Jackson, who put Chardonnay on America's tables as he built the Kendall-Jackson wine empire from a few mountainous acres of grapes, and raced the Horse of the Year three years in a row, is a remarkable tale of romance, risk, and reinvention; perhaps the greatest second act in the history of American business. Jess Stonestreet Jackson was one of a small band of pioneering entrepreneurs who put California's Wine Country on the map. His life story is a compelling slice of history, daring, innovation, feuds, intrigue, talent, mystique, and luck. Admirers and detractors alike have called him the Steve Jobs of wine; a brilliant, infuriating, contrarian gambler who seemed to win more than his share by anticipating consumers' desires with uncanny skill. Time after time his decisions would be ignored and derided, then envied and imitated as competitors struggled to catch up. He founded Kendall-Jackson with a single, tiny vineyard and a belief that there could be more to California Wine Country than jugs of bottom-shelf screw-top. Today, Kendall-Jackson and its 14,000 acres of coastal and mountain vineyards produce a host of award-winning wines, including the most popular Chardonnay in the world, which was born out of a catastrophe that nearly broke Jackson. The empire Jackson built endures and thrives as a family-run leader of the American wine industry. Jess Jackson entered the horseracing game just as dramatically. He brought con men to justice, exposed industry-wide corruption in court and Congress, then exacted the best revenge of all: race after race, he defied conventional wisdom with one high-stakes winner after another, capped by the epic season of Rachel Alexandra, the first filly to win the Preakness in nearly a century, cementing Jackson's reputation as America's king of wine and horses.

Book Information

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Customer Reviews

Jess Jackson a lawyer at the twilight of his career purchases a small pear & walnut orchid just next to California's wine valley. He decides to grow grapes as a potential retirement job when one cold evening he is confronted with a broken watering system resulting in a cold night time scuba dive to unclog a filter and save his crop. He reflects on this difficulty and ponders: "why the trouble for other wineries and not his own". This moment is the beginning of a transformation of the American wine industry from cheap swill to world class vintages.I like the pace of this book. It reads very well while taking you into the strong character of a man with vision and drive. Jess Jackson a man in his middle 50's develops a unique blended Chardonnay that takes the country by storm in the early 80's. A big risk and a huge success which drove him into a steep growth curve by buying up and capturing the California Wine Industry before anyone else.Jess Jackson turns his life & family upside down on his 54 birthday by leaving his wife because of her reluctance to risk everything on his dream. He goes head first - changing the course of the American wine industry. Jackson a smart lawyer & gambler had total confidence in his vision by betting everything to deliver the Kendal-Jackson wine brand.Jess the horse track gambler visits the Kentucky Oak's (the Kentucky Derby for the 3 year old fillies) held yearly at Churchill Downs (1 day prior to the Derby), and is impressed by the massive led of a thoroughbred named: Rachel Alexandra. He spends millions to buy her, and then races her weeks later in the Preakness & wins! Again, a newcomer taking a big risk by racing a Filly among colts - a filly hasn't won since Seabiscuit took it in 1938.

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