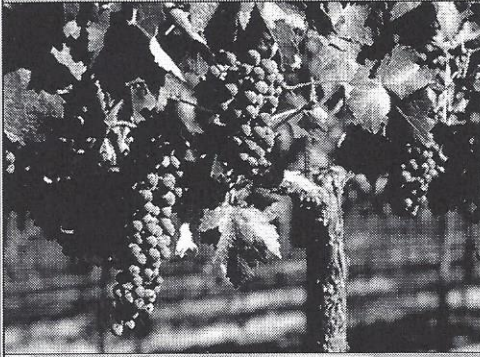


# English / Spanish DICTIONARY for the Wine Industry

Josefina K. Adriance, M.A.



- ❖ *For the Vineyard*
- ❖ *For the Winery*
- ❖ *For Human Resources*

## 'Spanish for Wine' materials available

NAPA -- Bringing knowledge of the wine industry from Spain, Josefina Adriance has found her niche in providing communications assistance to individuals in the wine business.

As executive director of Spanish for Business, a Napa-based company, Adriance has produced helpful books, CDs, manuals, dictionaries, and translations of documents. She also offers classes and tutoring.

Adriance, a native Spanish speaker, is the wife of Lake County Winegrape Commission Vice Chair John Adriance. She obtained both bachelor's and master's degrees in Spanish.

She published her first "Spanish for the Wine Industry" book about nine years ago and founded her company in 1992.

Josefina moved to the United States from Spain in 1985 and began working in a volunteer center. She later became a teacher, using her bilingual skills in the classroom.

Her interest in the wine industry began in her native country and she found that winery and vineyard managers were interested in learning Spanish to communicate with their workers. During a recent interview, she noted that she taught her husband Spanish when he worked for Mondavi Winery; that is how they met, she said.

Adriance's "Spanish for the Wine Industry" manual, dictionary and accompanying CDs focus on the winery and vineyard

situations and vocabulary. She is working on a second edition of the book, in which she plans to include more vocabulary than the first edition.

Her books, CDs, classes and translations have helped people in other businesses, too. They include the hospitality and restaurant industries, but her favorite is the wine industry, she says. Adriance likes the winemaking process and tends to put more focus on the vineyard and winery vocabulary.

For information about Adriance's books, CDs, and classes, visit her Spanish for Business website, [www.SpanishforWine.com](http://www.SpanishforWine.com), or call 707-257-1809.



Josefina Adriance

The Lake County Winegrape Commission is your partner in marketing, research, and education, bringing attention to the region's high quality winegrapes and presenting programs that we hope are beneficial to you. We look forward to continuing our work with all of Lake County's growers, and we appreciate your commitment to the production of our area's fine wines.

Thank you for taking time to read about our recent events, publicity and programs.

Sincerely,

Shannon Gunier, President  
Lake County Winegrape Commission