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The Weekly Calistogan

New textbook teaches English for the wine industry

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“English for the Wine Industry,” a new textbook written specifically for the wine industry, is now available and is intended for Spanish speakers interested in acquiring a basic knowledge of English and its application to the industry.

Napa Valley author Josefina Adriance, a native Spanish speaker, has taught Spanish for business classes with a special focus on the wine industry for the past 20 years. Owner of the Napa-based Spanish for Business, she had already created two highly praised tools for English-speakers, “Spanish for the Wine Industry” and “Spanish-English Dictionary for the Wine Industry,” when she was approached by a Napa Valley winery that asked her to teach a class for Spanish-speaking workers.

Adriance devised a series of lessons that became the basis of the book. English as a second language (ESL) teacher David Allred used the materials she developed.

“It’s an excellent text with many important wine industry–specific vocabulary words and phrases,” Allred said. “It served as an effective structure for our course, and the students were engaged because the material was relevant to their jobs. Most texts are for learners just desiring to get by in the community, but Josefina’s is aimed primarily at winery-based English language fluency. I would highly recommend it.”

Adriance turned her lessons into a book that comes with a CD because, she explained, “When learning another language, students like to have a book. It’s much easier to use and keep than a collection of handouts that usually get lost. With this book, any ESL teacher can teach English for the wine industry even if he or she is not familiar with this business.”

The textbook, illustrated with drawings, is written in Spanish and English, and begins by addressing the essential questions, “Where are you?” and “What are you doing?”

As students progress through the 20 units, they master basic sentence structure while using a wine-based vocabulary as they learn to say “I am in the cellar” or “He unplugs the pump.”

Time, dates, measurements, practical working situations in the vineyard and winery and safety topics are covered, and exercises guide students in translating notices and understanding applications as well as talking about wine glasses, pruning shears and lunch breaks.

Spanish-speaking winemaker Alberto Prieto Garcia, noting that “English is the language that allows us to communicate in this global, unified, growing market,” said the book had far-ranging applications.

“I believe that this book is very useful for all those Spanish-speakers that have some direct or indirect connection with the world of wine, for anyone who likes wines and traveling through the different regions of the world, and of course for all professionals of the field,” he said. “ It is an increasingly competitive field where technology plays an increasingly important role, and it is important to use the tools that allow us to manage our resources effectively.

“Because of its practical focus, this book will be highly useful not only for anyone that works in the day-to-day operations of a wine business, but also for those that work in communication, marketing, market research and wine tourism,” Garcia said.