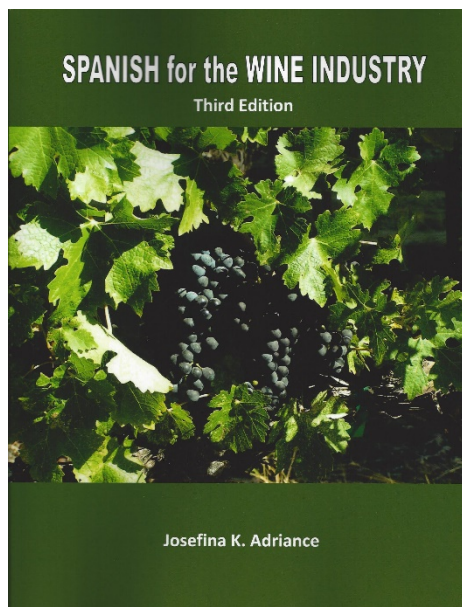


Napa Valley Register

Spanish textbook for wine industry marks 10 years



- For the Register
- Apr 17, 2014

Josefina Adriance, founder of the Napa-based company Spanish for Business, is marking the 10th anniversary of her Spanish for the Wine Industry program.

Adriance, a native of Madrid, Spain, moved to the Napa Valley 20 years ago, and began teaching Spanish in programs at Mondavi and other valley wineries. Her work led her to create a textbook for teaching Spanish with an emphasis on the specific vocabulary of the wine industry.

“Usually the textbooks cover the vocabulary for general students or travelers,” Adriance said, adding that it was much more difficult for people to find words to discuss topics like bud break (desborre), lees racking (desliado) or pumping over

(remontar).

Her textbook introduced conversations that could be used in the vineyards and cellars, as well as by human resource and marketing employees.

She subsequently wrote a companion “Spanish-English Dictionary for the Wine Industry.” After the first edition sold out, Adriance expanded it before publishing a second one. It now has more than 2,600 terms including the Spanish translations for words such as lignification, oxidation, neckhanger, wine list and itemized invoice.

Her books have been adopted by Umpqua Community College of Oregon, Finger Lakes Community College of New York, Surry Community College, NC, and Missouri State University for their wine courses. The dictionary has been sold throughout Spain, Canada, Argentina and Mexico.

Napa Valley winemaker Peter Luthi has called Adriance’s work “an invaluable resource for anybody involved in viticulture or enology where Spanish is used.”

Spanish winemaker Alberto Prieto García called her work “highly useful, not only for anyone who works in the day-to-day operations of a wine business, but also for those working marketing and wine tourism.”

Adriance’s books are available through the Spanish for Business website, SpanishforWine.com. For further information, call 707-257-1809 or email Info@Spanishforwine.com