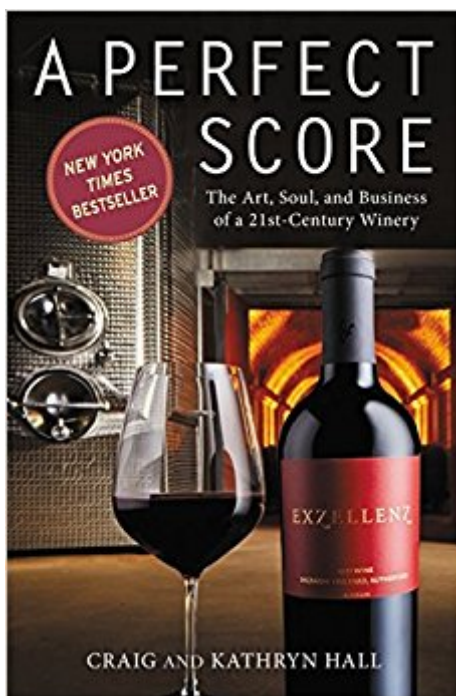


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# Perfect Score: The Art, Soul, And Business Of A 21st-Century Winery



## Synopsis

In this New York Times bestseller, a lively husband and wife team recounts their twenty-year climb from amateur winemakers to recipients of an almost unheard-of perfect score from Robert Parker's Wine Advocate. Kathryn and Craig Hall launched themselves head-first into Napa Valley twenty years ago with the purchase of an 1885 winery and never looked back. Since the couple's purchase of that debut winery, their critically acclaimed HALL Wines and WALT Wines have become fixtures of the California wine industry. Readers who love a good glass of wine will find much to savor in the Halls' expert account of the art, soul, and business of a modern winery. *A Perfect Score* weaves a vibrant tale of the HALL brand's meteoric rise to success, Napa Valley's tug-of-war between localism and tourism, and the evolving nature of the wine industry as a whole.

## Book Information

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## Customer Reviews

KATHRYN WALT HALL is the co-proprietor of HALL Wines and WALT Wines along with her husband Craig and their four children. Kathryn has been involved in the California wine industry since her family first purchased a vineyard thirty years ago. She has had a distinguished career as a successful businesswoman, community activist, and as the United States Ambassador to Austria. CRAIG HALL is the co-proprietor of HALL Wines and WALT Wines along with his wife Kathryn and their four children. He is also chairman and founder of Dallas-based Hall Financial Group. Craig's distinguished career in business and as an author, civic leader, and philanthropist reflects the highest qualities of entrepreneurship.

I bought this book as an introduction to the wine business in Napa Valley CALIF. after a trip to Napa I find the ART of viticulture and the Blending of fine wine to craft a vintage that earns a PERFECT SCORE is indeed a work of Art & Soul..... if there is a heaven on earth Napa is one ....so many good wines and so little time .....

I have worked at a winery in Oregon for 5 years and can really appreciate much of what is written here. Wineries are challenging places and there is so much to learn and do that it can be overwhelming and often is . Good look at starting a wine business from scratch. Also know that in most cases this requires deep pockets.

A brisk, easy to read, fun, and hard to put down account about how the Halls got into and built a successful wine business, told both by Craig and Kathryn Hall, the latter a former ambassador to Austria. While they provide lots of interesting detail about growing grapes and creating their two wineries, there are few details about the many tens of millions of dollars it must have cost. Many details are skimmed over, so it's not an in depth story as much of a conversational 200 page story that touches the main points of their fascinating journey. Hall's Napa Cab is one of my favorite value-priced Cabs, which attracted me to the book. If you're interested in a look behind the scenes of building a wine business, it's a good read.

A very interesting and inspirational accounting of a dedicated husband following the passion of his wife in starting and building a premium wine dynasty. Great reading!

Great journey through Kathryn & Craig's rebirth in Napa. Not a detail missed - loved the read!

Interesting take on building a successful wine brand. Good read

Very informative about the winery business.

Very Interesting story of a winery that I have visited two times and shipped some of their wines home. The Halls are at the forefront of technology in making the best wine that Napa has to offer. Kathryn Hall grew up in Mendocino County on a vineyard and was an Ambassador to Austria in the Clinton administration and loves art. The book is easy reading and visiting the winery tasting room

several years apart makes it very obvious that she is consumed by art. Parker gave their 2010 Cabernet a perfect score for a year that was a very bad vintage year for most all other wineries. The Halls hit a home run that boosted their business. .

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