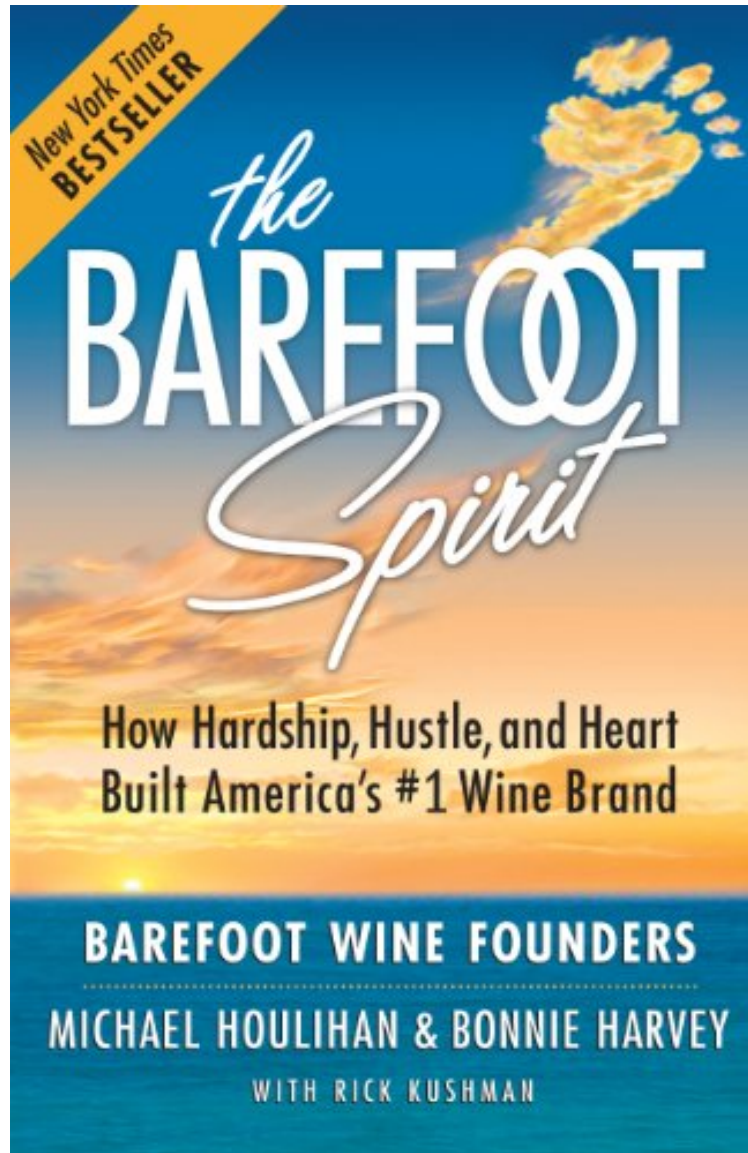


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The Barefoot Spirit: How Hardship, Hustle, and Heart Built America's #1 Wine Brand

Michael Houlihan, Bonnie Harvey

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Michael Houlihan, Bonnie Harvey : The Barefoot Spirit: How Hardship, Hustle, and Heart Built America's #1 Wine Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised The Barefoot Spirit: How Hardship, Hustle, and Heart Built America's #1 Wine Brand:

1 of 1 people found the following review helpful. Barefoot SpiritBy K EhrhardThe adventures of wine making and challenges of shifting a paradigm come together in this spirited book. Challenges met with new ways of thinking, from

the customers' perspective, offer a fun and insightful study of the life and times of Barefoot wines. 0 of 0 people found the following review helpful. A business book for CPG startups By Caleb Simpson Fantastic business book. This is less of a story about the wine industry, and more of a story about how two individuals with ZERO experience in an industry built a thriving business. Anybody striving to start a consumer packaged goods business will be able to relate. My company Bearded Brothers (Organic Energy Bars) is just a few years old and just about every story they told I could relate to. It made me feel human, and affirmed that we are on the right path. It's a story of disciplined hard work, and how anybody with enough drive can disrupt an industry. Especially when they have an amazing product, and in Barefoot's case a totally different spin on how wine was packaged. If you are starting a business of any kind, but especially something in the CPG space, you will find this book highly encouraging. And you will learn a lot about growing your business, especially if you are in the early growth stage. 0 of 0 people found the following review helpful. Informative and funny, keeps your attention... By DWI read this book for a class. I wasn't exactly excited about it and was very pleasantly surprised that I thoroughly enjoyed it! It is unique, clever, funny, and extremely informative from a business and management perspective. A great read for any aspiring entrepreneur or anyone interesting in the rise and success of Barefoot wines. I would recommend this as a educational or for pleasure read.

It is hard to believe that such an iconic brand as Barefoot Wines began as a start-up in a laundry room of a rented farmhouse in the Sonoma County hills. Even more surprising is that the people who started it were just an average business couple, Michael Houlihan and Bonnie Harvey, with no money and no real knowledge about the wine industry. The part that isn't a surprise is that, because of their lack of experience, and because the wine business is one massively complicated industry, they ran into difficulties and setbacks that regularly put the brand near death in the first two decades. What kept it going was an unshakable belief in Barefoot's potential, Michael's and Bonnie's use of universal business principles, and their never-say-die outlook despite facing one seemingly insurmountable hurdle after another. Those hardships, that hustle, and their heart, are the essence of the Barefoot Spirit. -For years, Michael and Bonnie, the Barefoot Wine founders, have been asked to write a book about how this brand got started and became a best seller. The Barefoot Spirit, the New York Times Bestselling Business Paperback, traces that history and tells the story of how an unknown novelty wine became an American icon. It chronicles the unlikely events that made it possible, and it lays out the cornerstone business and lifestyle philosophies that made it, ultimately, an enduring success. By the time they sold the brand to EJ Gallo in 2005, they'd won a ton of awards and helped transform an entire industry from stuffy and intimidating to fun, casual, and socially aware.