Holly Turner, winemaker, Three Rivers Winery, Walla Walla, WA

"Wine Business Monthly is a must-read for me. It’s the all-in-one easiest and most comprehensive way to keep in touch with industry innovations from machinery to must! I have gleaned some great insight by reading the “Varietal Focus” series, most recently the focus on Sauvignon Blanc (January 2017). We have been working on trials with yeast, oak and acidity regarding our Sauvignon Blanc really trying to bring some creaminess to the mid-palate and increasing the riper side to the aromatics by adjusting fermentation temperatures and use of neutral oak with varying sur lie stirring and aging. By reading WBM I can find opinions and insights that can potentially improve our processes."