



## Riesling Rules – a free online book

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Pacific Rim, the Washington state Riesling specialist, has just launched the first edition of a truly charming booklet – and it's not often I say that about the print material produced by wineries and their public relations sidekicks. Riesling Rules is a beautifully designed, very simple, 40-page booklet made up of small items carrying such titles as 'Historic "Best" Rieslings Ever', 'Global Riesling Case Production', 'James Bond and Riesling' and 'Top 10 Cities to Enjoy a Bottle of Riesling'. It's available free online, and free hard copies can be ordered, [here](http://rieslingrules.com) at rieslingrules.com. Charming is the right word for once.

The branding is almost infinitesimal, although Pacific Rim is included as one of 40 entries under 'Brilliant World-Class Riesling Estates' (only 11 of them German). You can argue for hours about who should have been included and left out, but good for them for having a go in the first place.

And, in the 'Famous Lovers of Reason Riesling' section they *almost* tricked me in into believing that Schiller really had said "A noble heart will always capitulate to Riesling".