



## ***Read Between the Wines Podcast announces the publication of a new episode***

### **FOR IMMEDIATE RELEASE**

***In recent years, De Long Company has become the benchmark worldwide for maps of wine regions.***

***TORONTO, Canada – November 6, 2023*** – Read Between the Wines Podcast, one of the most popular wine podcasts, announced today the release of a new episode. This episode features Steve De Long, co-founder and president of De Long Maps & Charts.

Steve De Long grew up in Oregon in the United States – a renowned wine region known for the Willamette Valley and their Pinot Noir. Steve attended Washington University in St. Louis and Columbia University in New York. Steve is a lifelong wine lover and has traveled extensively to taste hundreds of grape varieties. Working with his wife Deborah who trained as a textile designer, they combined their love of wine and design to create products that help people appreciate wine and learn about wine. They founded De Long Maps & Charts in 2004 after creating their first product: the Wine Grape Varietal Table - the wine world's equivalent of the Periodic Table of the Elements.

During this episode, the fascinating world of cartography is explored and explained in detail by Steve De Long where he explains that wine maps are actually an essential tool for wine lovers because wine is always about a place; wine helps us travel while staying at home.

#### **About De Long Company**

De Long Company is an independent publisher of wine maps, charts and books founded by Deborah and Steve De Long in 2002. What started as a hobby has grown into a full-time business that includes critically acclaimed wine maps and tasting notebooks. Great care is taken in the research, design and production of all products. De Long maps are used by wine professionals, sommeliers, educators, students and enthusiasts around the world. Each is the result of years of research and an obsession with precision and clarity. Whether you're visiting wineries in Napa or Champagne, there's a good chance you'll find De Long's maps hanging on the tasting room walls.



### About Read Between the Wines

Read Between the Wines is a podcast hosted by Pierre Ferland and focuses first and foremost on the stories of winemakers and other important stakeholders of the wine industry.

Since its inception, Read Between the Wines is proud to have made a conscious decision to have a unique format, and does not do any wine critiques or scoring. Instead, it chooses to focus on the story of the people of the industry and to educate the audience so they can have unbiased and neutral information for their purchasing and selection process – after all, taste preferences are a personal matter...

Read Between the Wines has experienced incredible success on both the local and international wine scene with an average audience of over 25,000 listeners per episode spread across over 27 countries. Distinguished guests such as Ken Forrester, Karen MacNeil, Simon Woolf and Donald Ziraldo are only a few names of the industry who have participated in the Read Between the Wines podcast. Launched in 2019, it has already reached a total of over a million listeners; it is available on most podcast platforms like iTunes, Spotify, Amazon Music and many others.

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Media Relations

Pierre Ferland  
**Between the Wines Media Productions**  
[www.winepodcast.ca](http://www.winepodcast.ca)  
+1 (416) 471-6850  
[mediarelations@betweenthewines.ca](mailto:mediarelations@betweenthewines.ca)

Steve De Long  
**De Long Company**  
[www.delongwine.com](http://www.delongwine.com)  
+1 888-788-0421  
[support@delongwine.com](mailto:support@delongwine.com)