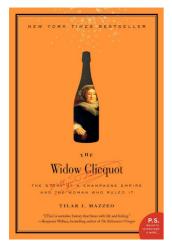


Reading Guide



The Widow Clicquot

By Tilar J. Mazzeo ISBN: 9780061288586

Introduction

The Widow Clicquot is the New York Times bestselling business biography of the visionary young widow who built a champagne empire, became a legend in her tumultuous times, and showed the world how to live with style. Tilar J. Mazzeo brings to life the woman behind the label, Barbe-Nicole Clicquot Ponsardin, in this utterly intoxicating book that is as much a fascinating journey through the process of making this temperamental wine as a biography of a uniquely tempered and fascinating woman.

Questions for Discussion

- 1. Why do you think Philippe Clicquot kept giving the young Barbe Nicole so many chances during the early years of failure?
- 2. What do you think was Barbe Nicole's bigger achievement: her discoveries in the world of wine or her success as a businesswoman?
- 3. How do you think her competition with Jean Remy Moet shaped the direction of her company?
- 4. What do you think was the secret to Widow Clicquot's success as a businesswoman? What do you think allowed her to succeed at a time when women didn't traditionally run businesses?
- 5. How did the technologies of the nineteenth century shape the Widow Clicquot's story?
- 6. What do you think was the real story of what happened with George von Kessler?
- 7. Why do you think the Widow Clicquot excluded her daughter from the business?
- 8. What do you think happened at the end of the nineteenth century that gave the Widow Clicquot and Louise Pommery the idea to launch the first wine tourism?
- 9. Why do you think there are so few women in the champagne industry today?
- 10. If you could discover one new "lost" letter by the Widow Clicquot, what would she be writing about?

About the Author

Tilar J. Mazzeo writes on the things she loves best: French culture, luxury goods, wine, food, and the good life. A professor of English at Colby College, she divides her time among the California wine country, coastal Maine, and New York City.