

Andrew James is a professor in the School of Commerce at Meiji University in Tokyo, Japan. His specializations are in English literature and wine language. He is a graduate of the University of Ulster in Northern Ireland in 20th century English literature and has used his literary training along with his knowledge of linguistics to focus on the stories, traditions and specialized language in the world of wine. He is intrigued by the impact of culture on wine discussions, and has been engaged in a comparative study of Japanese, French and English language patterns. He is currently focusing on a single wine region – Bandol in Provence – from a socio-cultural perspective. He has come to see Bandol as a global wine village in which all of the issues confronting local wine producers also exist in other French, Italian and Spanish regions. He is intrigued by the various responses of European wine producers to climate change, evolving consumer preferences, and the demands of oenotourists.