The fruit of Thornton’s labors is a book using economic concepts and principles to shed light on the behavior of consumers and producers in the wine market. The book is finished, and he has begun looking for a publisher.

Thornton hopes to teach a course on the economics of wine—in fact, the lack of a good textbook on the subject helped get him started on this research. “There are a lot of wine books out there,” he says. “Books on wine history and culture, books on wine appreciation, books on wine tasting, and even a few books on the business of wine. But I’ve yet to see a book on the economics of wine and the wine industry.”

“This is the tricky thing,” Thornton continues. “I didn’t want it to just be an economics book for an economics audience, with a bunch of math and equations and graphs. I wanted to make it more general, for people who just find it to be an interesting topic.”

— Darcy Gifford