

*The story of the little winery that broke all the rules
and left its footprints across an industry*

**“This is a warm, wonderful, inspiring book
that entertains and motivates at the same time.”**

— **BRIAN TRACY**, AUTHOR, *THE POWER OF SELF-CONFIDENCE*

**“I’m making it required reading. It tells a lovely story
and embodies so much of the entrepreneurial mindset.”**

— **REBECCA WHITE Ph.D.**, PRESIDENT, U.S. ASSOC. FOR SMALL BUSINESS AND
ENTREPRENEURSHIP, AND DIRECTOR, UNIVERSITY OF TAMPA ENTREPRENEURSHIP CENTER

**“Michael and Bonnie’s passion is so strong and infectious that it pulls in
those around them. They not only worked to increase Barefoot’s presence
within the Surfrider community, it became part of the community itself.”**

— **MICHELLE KREMER**, COO, SURFRIDER FOUNDATION

When Michael Houlihan and Bonnie Harvey started Barefoot Wines in their laundry room in 1985, they had no money or experience, but they made up for that with creativity, resourcefulness, guts and grit. By the time they sold the brand in 2005, they’d won a ton of awards and helped transform an entire industry from stuffy and intimidating to fun, casual, and socially aware. *The Barefoot Spirit* is a surprising, enlightening and entertaining guidebook for anyone in business and a great read for everyone who loves a rags-to-riches tale. It’s a case study, an idea book, and a snapshot of the American spirit West Coast style.

**RIDE ALONG WITH BONNIE AND MICHAEL ON A SEAT-OF-YOUR-PANTS BUSINESS
ADVENTURE AND GET A RARE VIEW BEHIND THE SCENES OF THE WINE INDUSTRY**



Business / Wine

U.S. \$15.95



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**MICHAEL HOULIHAN
BONNIE HARVEY**

the
BAREFOOT
Spirit

**New York Times
BESTSELLER**

the **BAREFOOT** *Spirit*

**How Hardship, Hustle, and Heart
Built America’s #1 Wine Brand**

BAREFOOT WINE FOUNDERS

MICHAEL HOULIHAN & BONNIE HARVEY

WITH RICK KUSHMAN

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