

JOE FATTORINI

Wine Expert, Presenter & Writer

Agent: **Sophie Laurimore**



If you've enjoyed wine somewhere between Wick and Whitstable, Joe was probably involved. For the last 20 years he's sold wine to restaurants, hotels, bars and celebrity weddings as one of the UK's leading wine merchants. This year he is the wine expert on *The Wine Show*, which is broadcast in 110 countries, including The USA (Hulu), UK (ITV, Channel 5 and on Prime Video), Australia (SBS), Canada (Gusto) and through Sky in Europe and Nat Geo People in Asia.

Joe was the weekly wine correspondent for The Herald Newspaper for 14 years, as well as for the Radio Times and Saga Magazine, and he spent years talking about it to audiences of wine-loving golfers across the USA as wine consultant to the US PGA Tour.

It's an unlikely career for someone who began as a university academic. Between researching his MPhil on Food & Religion and teaching Structuralist Food Theory and Hotel Valuation Models, Joe wrote the world's first textbook on selling and marketing wine in restaurants. A book still used in universities over 20 years later.

Joe has presented television and radio programmes on much more than wine. These include *Joe's Diner*, a series of films on food history for BBC North, and *It's Your Money*, BBC Radio Scotland's flagship personal finance programme. He was a regular for five years on BBC Radio Scotland's '*Fred MacAulay Show*' as well as presenting programmes covering food, business affairs, music, health, politics and personal finance.

Joe is an experienced and accomplished speaker. Today he hosts everything from dinners in Glasgow to industry conferences in Argentina. Joe has written for all the UK's wine magazines and a range of American lifestyle publications. Never shy of controversy, he once wrote the 'most complained about article' ever published in Decanter Magazine.

Today Joe is roughly one third the man he used to be. Early in his career he lost six stone and now balances the food and wine that comes with his job by competing in Ironman triathlons. He has first hand - if somewhat unscientific - expertise on weight loss.

Joe is a husband and a father to 5 lovely children as well a Swedish-speaking Dachshund.

CREDITS

TV:

The Wine Show at Home, 2020, (Channel 5 & ITV, Hulu & Ovation in the USA)

Celebrity Eggheads (Contestant), 2018, (BBC Two)

The Wine Show S2, 2017, (Channel 5 & ITV, Hulu & Ovation in the USA)

The Wine Show S1, 2016, (Channel 5 & ITV, Hulu & Ovation in the USA)

Celebrity Mastermind, 2016, (BBC One)

Awards:

IWSC Wine Communicator of the Year Award, 2017

IWC Personality of the Year, 2017

22nd in the *100 Most Influential People in Wine* by Drinks Retailing News, 2018