



Gallo Be Thy Name: The Inside Story of How One Family Rose to Dominate the U.S. Wine Market

Jerome Tuccille

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Rising from abject poverty in the early 1900s to create the most successful wine company in the world, the Gallo family used hard work, strong values -- and crime -- to find their success. In *Gallo Be Thy Name*, biographer Jerome Tuccille takes readers through the Prohibition and Great Depression, following the Gallos as they ride the turbulent currents of history to triumph. But beneath the shiny steel surface of the Ernest & Julio Gallo Winery swirl rumors of murder and a sweeping story of passion and power.

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