

WINE BUSINESS MONTHLY

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The Industry's Leading Publication for Wineries and Growers

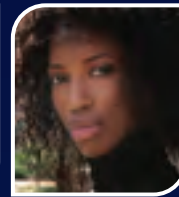
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Wine Industry 2020 **Leaders**



Honoring the year's changemakers and influencers



2020 Salary Survey Report

Base Pay Up 2.4 Percent Across All Positions;
Results of Gender Pay Study Included

PLUS:

Wineries Report Challenges in
Hiring and Recruiting

New Research Finds Oak Compounds
that Can Make Wine Taste Bitter

Individualizing Irrigation Practices
by Grape Variety

Wine Industry 2020 Leaders

Erin Kirschenmann

EVERY YEAR, Wine Business Monthly sets out to honor those who shape the way the wine industry operates or how people drink wine. With this leaders list, we're showcasing men and women who are making a difference. It's full of movers and shakers, and there are more than a few who are dissatisfied with the status quo.

Some of the influential people on this list are known to virtually anyone who follows the wine industry, while others are influential yet fly "under the radar." All of them are leaders in the North American wine business.

You'll notice some new faces this year. At *Wine Business Monthly*, we're taking cues from the leaders and revamping the list. In no way is this an exhaustive list of the men and women who are shaping, or have shaped, the industry. Instead, it's a snapshot of what's happened over the last 12 months, celebrating trendsetters, crusaders, educators and supporters. These are the people that we've looked up to in the last year.

We also opened the list to suggestions from the industry, and launched a formal nomination process at the Unified Wine & Grape Symposium in January 2020. With more than 115 submissions featuring some incredible people, we had a hard time narrowing the list down. We loved hearing from you and will continue to do this again next year.

Cheers to the 2020 Wine Industry Leaders!

The List

Ben Aneff

managing partner, Tribeca Wine Merchants;
president, U.S. Wine Trade Alliance

Leading a coalition against tariffs

When President Trump's administration placed a tariff on European wines in retaliation over subsidies for plane manufacturers, Ben Aneff and the U.S. Wine Trade Alliance leapt into action. He has been leading an effort to have the taxes removed, arguing that the tariffs hurt domestic wine companies and businesses more. The tariffs have been in place since Oct. 2, 2019 and affect more than \$7.5 million of European products. Aneff is actively working to get wine industry and consumer comments against the measure and convince the administration to remove the tariff before they are up for review in February.



Brice Baillie

founder and CEO, Obvious Wines

Making wine approachable and straightforward

Obvious Wines makes wine drinking easy, and everything you need to know is on the label. With a refreshing and straightforward label design, Brice Baillie hopes to let wine drinkers old and new know exactly what they're getting in a glass and therefore make the beverage a lot less intimidating. Taking inspiration from the fashion and cosmetics industries, he has incorporated a wines profile into the branding, paired with a number to help ensure customers remember which wine they liked. Also included in an infographic style on the back label: where the grapes are grown, food pairings, and acid, body and tannin levels.



Erin Kirschenmann is the managing editor for *Wine Business Monthly* and has been with the company since 2012. In addition to production responsibilities for the monthly trade magazine, she writes about business, technology, sales, and marketing, and also oversees content and programming for WBM's eight conferences. She speaks on industry trends at numerous conferences, including the Unified Wine & Grape Symposium and the World Bulk Wine Exhibition, and guest lectures on wine, media and public relations. Erin has served as a judge in the international Concours Mondial de Bruxelles wine competition since 2016 and at numerous regional competitions. She earned her Bachelor of Arts in communications with a journalism emphasis from Sonoma State University. Reach her at erin@winebusiness.com or [@erinakirsch](https://twitter.com/erinakirsch).

Kris Beal

executive director, Vineyard Team

Key player in SIP Certification continues sustainable education

As the executive director for Vineyard Team, Kris Beal is a staunch advocate for sustainability in the wine industry. Through her more than 20 years with the organization, she has launched the Sustainable Ag Expo and International Sustainable Winegrowing Summit and well as SIP Certified, a third-party certification for sustainable wine production developed in concert with industry leaders, in 2008. Today, Beal continues to support farmworkers through scholarships, bilingual programs and other education in addition to publishing the Sustainable Winegrowing Podcast and articles in technical publications.



LaCenia Cheek

director of Barefoot innovation,
E. & J. Gallo Winery

Giving a legacy brand new life

It's up to LaCenia Cheek to help steward one of E. & J. Gallo's best-selling brands and bring it to new consumers across the country. She is consistently innovating to keep a longtime brand relevant and creating strong brand relationships with Barefoot's loyal and future fans. From collaborations with musicians, to special Pride-themed packaging and even manning booths at college job fairs, she's doing her part to spread the word about how great not just Barefoot, but wine, and the wine industry, can be.



Ingrid Cheng

DTC senior marketing manager,
Treasury Wine Estates

Advocacy and education in e-commerce

For years, Ingrid Cheng has been spearheading digital marketing efforts at Treasury Wine Estates, fueling sales with smart e-commerce practices. But she's also sharing her knowledge, speaking at conferences about the importance of having a strong web presence with a smooth-functioning and well-designed website that effectively tells a brand story online. A fierce advocate for the space, she's been open to share her expertise.



Elaine Chukan Brown

American specialist, JancisRobinson.com

One of the industry's best educators

Elaine Chukan Brown's illustrations of wine aromas and flavors on her blog, HawkWakawaka.com, put her on the map, and today she is one of the industry's most prolific wine writers and educators. This year, she hosted the Wine Institute's Behind the Wines series, a weekly webinar profiling California's winemakers and wine regions meant to help continue promoting the state abroad, even when travel is limited.



Jim Clarke

marketing manager, Wines of South Africa

The cheerleader for South Africa in the U.S.

For years, Jim Clarke has been traversing the U.S. extolling the quality and variety of South African wines. When the South African government halted all alcohol sales in response to COVID-19, he rallied and lobbied and promoted purchases of the wines here in the States. Clarke also published his new book this year, *The Wines of South Africa*, which details the history of the region, where it's at today, the diversity of the regions and the challenges ahead.



Christine Coletta

owner, Okanagan Crush Pad

Fostering new winemakers and promoting the region

A founding member of the British Columbia Wine Institute and owner of Okanagan Crush Pad, Christine Coletta has been instrumental in helping BC winemakers. Since she and her husband Steve Lornie founded Okanagan Crush Pad in 2011, she's helped other winemakers start their own brands through custom crush as well as business and marketing support. Under her leadership at the BCWI, the organization formed and marketed the VQA wine standards and promoted BC wines internationally.



Julia Coney

wine writer, speaker and educator; founder,
Black Wine Professionals

A catalyst for change

So that no one could ever again use the excuse, "I don't know of any Black professionals in wine," Julia Coney created Black Wine Professionals, a directory of educators, growers, vintners, importers, media, sales reps, sommeliers and more. She has been calling for the many changes the industry needs to make to be more welcoming. Her pieces have been featured in some of the country's most prominent publications, including *Wine Enthusiast*, *Forbes* and *Plate Magazine*.



John Cunningham

director of innovation, G3 Enterprises' IoT Division

Developing tools to support winemakers

Every year at the Unified Wine & Grape Symposium, you can stop by G3's booth to see the latest innovation from John Cunningham's IoT Division, a branch of the company dedicated to new technologies and tools to help winemakers and brands. One of them is the Robobottle, a tool that helps winemakers measure oxygen on the bottling line and ensure smooth applications of screwcaps, builds consistency and quality into the tricky bottling process.



Daniel & Georges Daou

proprietors, DAOU Vineyards

Investment in the Central Coast and leaders in DTC

Daniel and Georges Daou have been investing heavily in the Central Coast, purchasing several properties in the area. The DAOU Cambria project will feature a restaurant and gardens and serve as another direct-to-consumer location to complement the winery's tasting room in Paso Robles. The two also purchased the old Bank of Italy building in downtown Paso Robles, an historic building that will become the company's headquarters.



Nick Devlin

CEO, NakedWines.com

Thriving in the digital sales space

As a purely e-commerce venture, NakedWines.com has been dominating the space long before shelter-in-place orders started. As the CEO, Nick Devlin has been at the forefront of expanding the operation to more than 800,000 cases and the 27th largest winery in the country. With a focus on a unique wine club model and genuine customer service, the business continues to grow and succeed in the digital space.



Cindy DeVries

COO, Fetzer Vineyards

Champion of sustainability

The chief operating officer of Fetzer Vineyards, Cindy DeVries is responsible for day-to-day operations of a Certified B Corp winery, as well as guaranteeing it meets its bold sustainability goals in water consumption, energy use, greenhouse gas emissions, waste diversion, supply chain, and the B Impact Assessment. She advocates for environmental and social impact policies, locally and globally, even outside her official duties.



Dorothy Gaiter and John Brecher

senior editors, Grape Collective

Mentoring and encouraging generations of wine writers

Dorothy Gaiter and John Brecher have always said that they don't just write about wine, they write about life and it's that mentality that has made them so successful. The duo has also spent their time talking to upcoming writers, teaching them the power of the interview, of asking tough questions and always showing curiosity to find the right story. They are also the founders of Open That Bottle Night, a night dedicated to opening those "special" bottles we're always saving and share them with friends.



Stephanie Gallo

chief marketing officer, E. & J. Gallo

Making wine interesting to new consumers

As the CMO for the country's largest wine company, Stephanie Gallo is tasked with making wine more accessible and bringing in new consumers to its brands as part of its stated mission to "democratize" wine. She leads the charge in marketing the family company's many legacy and new brands, as well as the recently reinvigorated Bartles & Jaymes wine cooler brand and High Noon Sun Sips seltzers and other consumer trend-driven brands.



Gillian Garrett, John Hinman and Rebecca Stamey-White

The team at Hinman-Carmichael



Guiding California wineries through emergency rules

Throughout shelter-in-place and re-opening procedures, the team at Hinman & Carmichael has been active in posting analysis and guidelines on everything from safety protocols to virtual tastings best practices and what regulatory relief was offered. Through the Booze Rules Blog, the writers have helped thousands of California wineries understand shifting rules to remain in compliance.

Rebecca Hopkins

founder, A Balanced Glass;
VP, communication & partner,
Folio Fine Wine Partners

Raising awareness for health and wellness

Rebecca Hopkins created A Balanced Glass in 2018 as a forum for wine and drinks professionals to have an outlet to discuss health and wellness in a hectic industry. The ABG community has grown to include beverage alcohol professionals around the world, all interested in sharing tips to manage stress, physical, mental and emotional health while juggling time- and energy-consuming careers. Hopkins, along with co-author Cathy Huyghe, has inspired and guided many in the business to practice self-care through honest, open and timely stories and lessons.

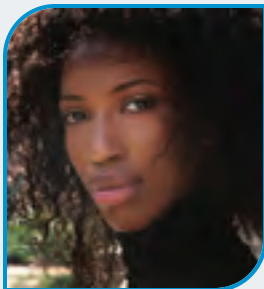


Lia Jones

executive director, Diversity in Wine & Spirits

Spearheading direct diversity initiatives

Sommelier Lia Jones heads up the Diversity in Wine & Spirits initiative, a program to provide everyone the opportunity to work and thrive in the hospitality industry. In addition to wine-specific coursework, she's also pursuing a certification in Diversity and Inclusion from Cornell University to further the mission. This year Jones hosted and moderated several important webinars, giving a platform to many underrepresented voices in the sommelier and beverage alcohol space.



Susan Kostrewza

editor, *Wine Enthusiast*

Refreshed content and welcoming new drinkers

Under Susan Kostrewza's direction, *Wine Enthusiast* has doubled down on diverse, digital content to expand its reach to a wider audience, specifically targeting younger and female drinkers. She has been a key driver in expanding and updating the magazine's coverage and editorial staff.



Theodora Lee

founder and winemaker, Theopolis Vineyards

Queen of the vineyards

Since the early 2000s, Theodora Lee has been farming and producing wine from her vineyards in the Yorkville Highlands in the Anderson Valley. Known to many as "Theopatra, Queen of the Vineyards," she is a well-regarded viticulturist. Lee is also a senior partner and trial lawyer at Littler, specializing in wage and hour and discrimination class action suits, as well as publishes on employment law.



Curtis Mann, MW

former wine buyer, Raley's Family of Fine Stores

Responsible for \$400 million in alcohol and beverage sales

At Raley's, Curtis Mann was responsible for hundreds of millions in alcohol and beverage sales—and did it all while earning his MW. A firm believer in alternative packaging and breaking boundaries on new categories and styles, he was quick to jump on emerging trends and deliver key beverages to the consumer. In addition, he mentored 35 wine stewards to provide better consumer education. Mann started a new position as group vice president of alcohol for Albertsons Companies in September.



Tim Martinson

senior extension associate, Cornell University

Advancing our understanding of winegrapes

From 2011 to 2017, Tim Martinson was the project leader for the Northern Grapes Project, an initiative to find cultivars that would not only survive, but thrive, in colder conditions. Today, he heads up the outreach team for the VitisGen2 project, an ambitious initiative to map out winegrapes' genetic sequence, finding the right marker-associations to develop, screen and release seedlings early.



Mary Margaret McCamic, MW, D Lynn Proctor, Martin Reyes, MW

founders, Wine Unify



New organization launched to represent minorities in the wine industry

With a focus on education, Wine Unify was formed by three industry leaders to break down some of the barriers to entry for underrepresented minorities. The goal is to provide the resources and tools necessary to build a strong foundation for newcomers and amplify the voices of those already making strides in the industry through blogs, stories and newsletters.

Edward Lee "Mac" McDonald

winemaker, Vision Cellars, founder/chairman, Association of African American Vintners

Paving the way for the future

One of the founders of the Association of African American Vintners, an early non-profit dedicated to fostering community and support for all winegrowers and vintners, Mac McDonald is an inspiration to many to get started in the industry. He bottled his first vintage—a Sonoma County Pinot Noir—in his 50s and has been at it ever since.



David Miller

president, Michigan Wine Collaborative

Finding funding for the state's growing industry

A founding member of the Michigan Wine Collaborative, a non-profit organization supporting the Michigan wine industry, David Miller continues to lobby and advocate for research funding, marketing dollars, and the promotion of the local wines. In addition to his work with the MWC, he is the owner/winemaker of White Pine Winery and Vineyards and an assistant professor in the Department of Food Science and Human Nutrition at Michigan State University.



Oak Bean. StaVin produced the first oak bean, a sawn cube of oak which extracts much faster than staves but in a much slower and more controlled manner than any type of oak chips. The Bean provided winemakers with a quicker method to introduce oak flavors and aromas, without the harsh characteristics often associated with oak chips.

Fire-Toasting. Invented first system to consistently fire-toast and perfect barrel alternative oak staves to truly replicate barrel flavors and aromas—without the barrel. A winemaking first.

Express Oak. Progressively refined and perfected the pure and concentrated essence of a three-year seasoned & fire-toasted French oak barrel into a liquid form. Express Oak's unique method of extraction allows it to instantly and elegantly integrate with wine or spirits. Typically used as a finishing tool, it can elevate a great wine to an exceptional one.

Barrel Fingerprinting. By way of qualitative and quantitative research & development, StaVin created a unique system to mimic and deliver the subtle aromatics and nuanced flavor profiles of whichever particular barrel a winemaker chooses.

Trial Packs. StaVin designed and introduced an easy to use trial pack which enables winemakers to optimize their particular barrel alternative needs for any wine, in one week.

Macro-Aeration. StaVin championed the use of macro-aeration during the fermentation and production of red wines. The natural presence of pyrazine-based compounds and small chain alcohols and aldehydes can give new wines distinctly green characteristics. These "green" compounds have extremely low aroma thresholds, and macro-aeration during fermentation reduces these characteristics by encouraging the dissolution of CO₂ dissolved in the must.

3-Year Seasoning. StaVin is the only company that seasons all of its oak in open air for a full 3 years. Through numerous trials we've found 3 years to be the optimal seasoning time for all staves before toasting. This minimizes harshness while maximizing flavors.

Fan Packs. By listening to feedback from winemakers and cellar hands StaVin conceived and developed the first oak stave Fan Pack, and easy to employ tank system. By way of C-rings welded to the walls of tanks the Fan Packs attach either directly or along a sanitary stainless chain, depending on tank size. Choice of type and amount of Fan Packs offer great convenience and control when loading staves in tanks.

Oak Calculator. Created an easy to use oak calculator, to assist winemakers with decision making. Using the StaVin Trial Pack, a winemaker can determine exactly the type of oak and percentage of new barrel impact desired for their vintage. The Oak Calculator can then be used to ascertain the amount of desired product needed for the volume of wine they need to treat.

Barrel Head. A wine industry first; StaVin innovated the combining of specially heated French oak with fire-toasted oak to effectively mimic high end French barrels without toasted heads. Barrel Head adds texture and mouthfeel to most wines, giving winemakers yet another tool to enhance their wines.

Optimal Stave Thickness. Working with the advice of Dr. Vernon Singleton, StaVin determined the optimal thickness of oak staves should be 10 millimeters (3/8") in order to best maximize extraction of flavors over a 2-year period. This recognized the fact that the average penetration of wine diffusing into a barrel stave was a depth of 4 to 6 millimeters.

Tank Systems. Developed two easy-to-use stave systems for use in small and larger tanks. The Modular system for small tanks and Matrix system for larger tanks. Both systems were developed to allow winemakers the expansion of wine programs without purchase of additional barrels.

Infusion Tube. Developed, fabricated and patented the Infusion Tube, a perforated stainless steel through-the-bung device. Quick and easy to reload, it delivers toasted flavors and aromas without the need to remove heads on old neutral barrels.

Metallized Bags. StaVin introduced the use of food grade metallized polyethylene bags. These hermetically-sealed bags lock in delicate flavors and aromas, while locking out oxygen and any undesirable external odors, such as TCA.

Snake System. Developed an automated system that can efficiently stir and mix yeast lees in most any tank. The StaVin Snake System is often employed in mixing tanks to improve white wine mouthfeel.

Barrel Replica. Another highly unique through-the-bung product, the Barrel Replica was created to impart flavors and aromas over longer-term maturation periods in old neutral barrels. The Replica offers the winemaker formidable flexibility. Depending on the amount of stave sections used (up to 10), and which type of oak(s) and toast level(s) are loaded, a 10% to 100% barrel impact and wide variety of flavor profiles can be achieved.

StaVin®



Barrel Insert. StaVin developed a simple yet effective system to insert and retain staves in barrels. This unique, easy to load system provided winemakers the flexibility of which and how much oak to employ to any lot of wine.

Micro-Oxygenation. StaVin created the OxBox Micro-Oxygenation System to enable hermetically sealed airtight stainless steel tanks to breathe, exactly like oak barrels. When paired with toasted and untoasted French oak, this system fine-tuned winemakers' control over flavors, aromas and maturation while mimicking the particular barrel of their choice.

Savour Oak. Developed Savour Oak oven toast Barrel Alternatives. Initially for use in fermentation of red wines, this special toast promoted maximum development of aldehyde compounds, which would then infuse into the fermenting must. In turn saving acetaldehyde, produced by yeast, and directly reacting with anthocyanins to initiate stabilization of color. Further reactions with tannins may also help build mouthfeel.

In-Tank Bags. StaVin's versatile C-ring chain system enabled winemakers to attach food grade nylon mesh bags filled with oak Stave Segments and oak Beans to large tanks for wines which needed faster oak extraction than what oak staves could provide.

Tom Payette

consultant

Supporting East Coast wine businesses

For more than 30 years, Tom Payette has been helping winemakers up and down the East Coast find their footing, working with them to design wineries and business plans from scratch as well as guiding clients through the winemaking process. He's been a resource to many and is known for understanding and using new technologies to advance winemaking across the Southeast.



Chris Pearmund

managing partner, Pearmund Cellars

A dedication to Virginia wine

Chris Pearmund is a staunch supporter of the Virginia wine industry. In addition to Pearmund Cellars, he has started more than 15 wineries, has consulted on more than 20 winery and vineyard launches and has guided the openings of other ventures in three continents. In 2018, he created the Virginia's Heritage program, a collaboration of 16 wineries and the Virginia Tourism Corporation, to produce a wine celebrating the state's 400 years of winemaking history.



Ron Rubin

proprietor and vintner, Ron Rubin Brands

Saving lives, one defibrillator at a time

When Ron Rubin collapsed while training for what would have been his eighth marathon, it was an electric shock at the emergency room that saved him. Since then, he says an implanted cardiac defibrillator has saved his life at least four times. He is now the force behind Trained for Saving Lives, an organization with a mission to give 450 California wineries Automated External Defibrillators as well as train staff to use the devices to help save lives in the event of an emergency.



Rolando Sanchez

general manager, Walsh Vineyards Management

Encouraging the next generation to grow grapes

Rolando Sanchez has spent his entire career in the vineyards, taking a position at Walsh Vineyards Management immediately after college, joining his father who had been working at the company since he was 18. Now, Rolando runs the day-to-day operations at the company and sits on the Napa Valley Grapegrowers' Napa Valley Farmworker Foundation. His goal is to make sure high schoolers know that the wine industry, and viticulture in particular, are attractive career path.



Gina Schober and Jake Stover

founders, Sans Wine Co.

Early adopters of high-end wine-in-can

Since 2015, Gina and Jake have been dedicated to making crisp, approachable wine in can, without the pretense or additives. Their natural wine was one of the first to prove that you can put small lot, single-variety wine in can and be successful. The brand has grown into new states and the couple are active proponents of not just the package, but the style of wine inside. While Stover runs the winemaking side, Schober handles sales for the brand.



Michael Shaps

owner, Michael Shaps Wineworks

Bi-coastal winemaker finds success

Producing wine in both Virginia and Meursault, France, Michael Shaps has helped numerous startups in the state with his custom crush facility. About 30,000 cases of wine are made at the facility, which features a newly expanded 16,000-square-foot warehouse and bottling line. Shaps has also been a big proponent of alternative packaging, including bag-in-box, refillable growlers and kegs.



Moya Shatz Dolsby

executive director, Idaho Wine Commission

Creating buzz around Idaho's wine industry

Moya Shatz Dolsby has been hard at work spreading the word about Idaho Wine. From a Drink Local campaign, to marketing work and educational bootcamps for trade and consumers around the county, she is a tireless supporter of the state's \$200 million industry. She and the commission also manage grants for the wineries and vineyards to expand vineyard, production and research capabilities.



Liz Thach, MW and Peter Yeung

authors, *Luxury Wine Marketing*: distinguished professor of wine and management, Sonoma State University; lecturer, SSU, VP of strategy and business development, Realm Cellars

Writing the definitive guide to premium wine marketing

With proprietary research and case studies from successful luxury wine marketing around the world, Liz Thach and Peter Yeung's book is the first and only dedicated to the differences between selling premium wine and more commercial wines. In addition to best practices for wineries large and small, the book also features new research into the size of this market as well as insight into effective business models.





EVERY WINE HAS A STORY...



GREG KITCHENS - WINEMAKER
 DON SEBASTIANI & SONS - NAPA, CA
 CHR. HANSEN FROOTZEN™
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At Gusmer, we know that every wine has a story and that every winemaker can make their own mark within the industry. That's why for over 90 years, Gusmer has offered a full range of innovative enological tools that enable your creative expression through unique and interesting wines. Equipment, analytical instruments and processing aids brought to you from leading suppliers in the wine industry, all backed by strong Gusmer technical support. The options for expression have never been greater and the tools have never been better – so go ahead, express yourself and create your own story.

 MicroEssentials™ Fermentation Nutrients	 Gusmer Filter Media Filter Sheets, Lenticular Cartridges, Cellulose Pre-Coat Fibers	 Gusmer Oak Products Oak-Mor®/Oak Aantage® Chips and Granular Oak
 CHR HANSEN <i>Improving food & health</i> Malolactic Bacteria, Non-Saccharomyces Yeasts	 RENAISSANCE YEAST H ₂ S Preventing Saccharomyces Yeasts	 Polyphenolics® Enological Tannins
 DUPONT™ Authorized Distributor Liquid Enzymes	 BioSelect Granular Enzymes	 BASF Newtrition Divergan F – PVPP
 PACIFIC OZONE™ Portable Ozone Systems	 MILLIPORE SIGMA Membrane Cartridge Filters, Laboratory Consumables	 BUCHER vaslin Cross Flow Filters, RO Systems
 Arobois French Oak	 FOSS OenoFoss & WineScan FTIR Analytical Instrumentation	 bioseutica Lysozyme



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Sophia Torres-McKay

co-founder and VP, Asociación Hispana de la Industria del Vino en Oregon y Comunidad (AHIVYOY)

Advocating for Oregon's growers

Sofía Torres-McKay is the co-owner of Cramoisi Vineyard and Winery and a co-founder of AHIVYOY, a prominent activist group for vineyard employees. She is a fierce supporter for diversity in the wine industry and teaches vineyard workers the importance of organic and biodynamic farming and in 2019, was appointed to the Regional Solutions Advisory Committee—Mid Willamette Valley by Oregon's governor, Kate Brown.



Anthony von Mandl

founder, White Claw Hard Seltzer

Shaking the wine industry to its core

It's safe to say that the biggest story, and perhaps biggest surprise, of the last few years was the phenomenal rise of White Claw. Though it reinvigorated the hard seltzer category, it also showed the wine industry the importance of lighter, low sugar beverages with flavor to consumers, and that to compete, wine needed to innovate to capture new drinkers. Since then, several spritzer and hard seltzer brands owned by wine companies have hit the market, attempting to compete with "the Claw."



Gary Vaynerchuk

co-founder, Empathy Wines

Setting the bar for DTC-only brands

Gary Vaynerchuk started Empathy Wines, a fully direct-to-consumer and digitally native wine brand, in 2019 and in just about a year managed to sell 15,000 cases, earn 2,000 subscribers and sell the venture to Constellation Brands for an undisclosed sum. The sale came as tasting rooms and restaurants across the country were shuttered, prompting discussion on the value of businesses modeled on online sales—and speculation for similar M&A purchases in the future.



Tom Wark

executive director, National Association of Wine Retailers

Heading up a retailer's association

Tom Wark founded the National Association of Wine Retailers to advocate, lobby, research and educate on behalf of the nation's many retail establishments. As retailers fight for the ability to ship directly to consumers in other states, Wark will be at the forefront of the movement, advocating for consumer choice and fairness in shipping legislation.



Patrick Whitehead

president, Texas Wine Grape Growers Association; managing partner/winemaker, Blue Ostrich Winery

Confronting legal changes in COVID lockdowns

When Texas' governor announced reopening plans for tasting rooms, restaurants and bars, Patrick Whitehead and the TWGGA jumped to action, rallying members to write and call Governor Abbott to include tasting rooms in the first reopening phase. In addition, the group was active in providing protocol information to businesses across the state.



Donniella Winchell

executive director, Ohio Wine Producers Association

Fueling growth for Buckeye State wineries

Donniella Winchell has stewarded the marketing and promotion programs for the Ohio Wine Producers Association as the full-time executive director since 1984 and is one of the country's longest serving EDs. She directs statewide wine festivals, such as Vintage Ohio, started the "License to Steal" National Wine Marketing Conference in 2004, and serves as a board member of WineAmerica.



Tony Wolf

director, ASEV – Eastern Section; professor of viticulture, Virginia Tech University

Educating Eastern growers

For decades, Tony Wolf has been conducting research and advancing wine knowledge for Virginia and other East Coast wineries. The author of Wine Grape Production Guide for Eastern North America and more than 50 articles, Wolf also serves as a director for the ASEV Eastern Section. [WBM](#)





OUR CREED

We are farmers always

We are grape growers today

**We believe in preserving agriculture
for future generations**

**We see sustainability as our compass
for better farming and business**

**We understand that history offers a guide
to making decisions in the future**

**We believe in continuous learning,
improvement and collaboration**

**We are positive contributors to our
community and industry**

**We are caretakers of the land we inherited
on behalf of those who will inherit it from us**

We are Sonoma County

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2020 Emeritus

New Initiates

Annette Alvarez-Peters

former chief wine buyer, beverage alcohol division, Costco



Leading Costco's wine program

Costco sells at least \$4 billion each year in wine, beer and spirits, if not more. The company has members in 49 million households. Costco has 12 wine buyers spread throughout the U.S. Annette Alvarez-Peters aims to select brands that deliver the quality and low prices Costco is known for.

Bob Trinchero

chairman, Trinchero Family Wines



Retired CEO chairs second-largest family owned winery

Louis "Bob" Trinchero's family business rose following the popularity of White Zinfandel and then the move toward higher-end wine. Now retired from running the family business (Bob Torkelson was promoted to CEO), Trinchero continues as chairman. Bob Trinchero and brother Roger Trinchero are not just known for building a sustainably minded wine company, they're also known for taking care of their employees and supporting their local communities.

Robert Trone

co-founder, Total Wine and More



Building a retail wine juggernaut

Total Wine & More's "superstores" have a large selection at all price points with low prices on items in wide distribution. A typical store carries 7,000 wine items. For its private label program, Total encouraged direct deals with small suppliers, leaving wholesalers with smaller percentages. Next up for the company: expanding its home delivery services.

Past Emeritus

David Adelsheim founder and director, Adelsheim Vineyards

Barbara Banke chairman and proprietor, Jackson Family Wines

Ted Baseler former CEO, Ste. Michelle Wine Estates

Andy Beckstoffer vineyard owner, Beckstoffer Vineyards

Linda Bisson former professor, UC Davis Department of V&E

Harvey and Wayne Chaplin chairman and CEO of Southern Glazer's Wine & Spirits, respectively

Joe Ciatti principal, The Zepponi Company

Tony Correia principal, The Correia Co.

John DeLuca former president and CEO, Wine Institute

Nat Dibuduo former president, Allied Grape Growers

Mel Dick Driving force with distribution

Paul Draper former winemaker, Ridge Vineyards

Frank Farella founding partner, Farella Braun + Martel

Fred Franzia co-founder, Bronco Wine Company

Jon Fredrickson founder, Fredrikson & Co

David Freed co-founder, Wine Industry Symposium Group

Joseph Gallo president and CEO, E&J Gallo

Agustin Huneeus Sr. owner/partner, Huneeus Vintners

Robert P. (Bobby) Koch president and CEO, Wine Institute

Jerry Lohr chairman, J. Lohr Wines

Norm McKibben founder, Pepper Bridge Winery

Michael Mondavi founder, Folio Fine Wine Partners and Michael Mondavi Family Estate

Robert Nicholson principal, International Wine Associates

Robert Parker founder, Wine Advocate

Linda Reiff president and CEO, Napa Valley Vintners

Michaela Rodeno former CEO, St. Supéry and Domaine Chandon

Marvin Shanken publisher, *Wine Spectator*

Richard Smart founder, Smart Viticulture

Mario Zepponi founder, Zepponi & Co.