

2016 50 Top Leaders

A leader is someone that has an impact or shapes how people act or how things occur—an agent of change. Making and selling wine is a multi-faceted endeavor led by those brave enough (or crazy enough) to pave a new way forward, inspiring generations to come. Some of the leaders on this list have discovered new ways of doing things: inventing new ways of marketing, tapping into trends and building brands, and sometimes defining what it means to be an entrepreneur in the wine industry. Others have developed a specific expertise, have found niches, or rallied behind causes they believed in. 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.

When *Wine Business Monthly* created this list, we wanted to acknowledge the multitude of leaders shaping the industry today. We have a general list of leaders as well as three trend-based category lists: Wine Science, Associations and Mergers & Acquisitions—these are the areas that have had a considerable impact on the wine industry in 2016. Here’s to *WBM*’s Top Leaders in the Wine Industry 2016.

David Adelsheim

co-founder and president, Adelsheim Vineyards

Leading the Oregon wine industry

David Adelsheim founded Adelsheim Vineyard with Ginny Adelsheim in 1971. On behalf of the Oregon wine industry, he has led work on clonal importation, wine labeling regulations, establishing statewide and regional industry organizations, and creating the International Pinot Noir Celebration and Oregon Pinot Camp. As one of the founders of the Oregon wine industry, he’s helped set standards of excellence.



Corey Beck

president and director of winemaking, Francis Ford Coppola Winery

Driving innovation at Coppola and giving back

Corey Beck and his team have created a strong grower relations program using hands-on techniques in the vineyards to meet winemaking goals using analytical feedback. Beck is a past president of the Sonoma County Vintners and is regularly involved various wine industry symposiums and advisory councils, including *Wine Business Monthly*’s Innovation & Quality forum and tradeshow for ultra-premium wineries.



Mark Chandler

founder, Chandler & Company Wine Consultancy

Leading Lodi’s transformation

Mark Chandler has been a winemaker, grape grower, marketer, educator and chief executive officer. He’s best known for 20 years spent at the helm of the Lodi Winegrape Commission, where he transformed what was a little-known region into one the most vibrant wine-growing appellations in North America. Previously Lodi’s mayor, he’s now a member of the city council. Chandler served in an interim capacity at Wine America and this year was named the Wine Market Council’s first membership director.



Heidi Barrett

consulting winemaker

Creating the cult wine category

Heidi Barrett has been the winemaker for many of the top Napa Valley “cult wines,” including Screaming Eagle, Dalla Valle Vineyards, Grace Family Vineyards, Paradigm Winery and more. She has been honored with five 100-point scores from major critics during her career. Her current projects include Fantasca Estate & Winery, Amuse Bouche, Paradigm, Lamborn Family Vineyards, Kenzo Estate, Au Sommet, Vin Perdu, and her own labels, La Sirena and Barrett & Barrett.



Andy Beckstoffer

vineyard owner, Beckstoffer Vineyards

Leading the evolution of Napa Valley as a quality leader

One of the most important early leaders in the evolution of the Napa Valley’s emergence as a world-class grape-growing region, Andy Beckstoffer, a founding director of the Napa Valley Grapegrowers association, has led a movement tying the price of grapes to retail bottle price. Among other things, he led the Napa Valley Grapegrowers in establishing the Winery Definition Ordinance, which requires 75 percent of grapes used in Napa Valley labeled wines to come from the appellation. Beckstoffer Vineyards owns and farms more than 3,600 acres.

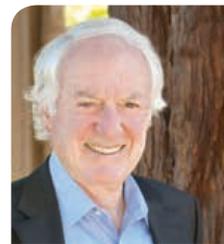


Joe Ciatti

principal, The Zeponi Company

The “Godfather” of bulk wine

Joe Ciatti has more than 40 years of industry experience, a deep network and a long track record. Ciatti’s grandfather, Guisepppe Bagnani, owned Sonoma County’s Geyser Peak Winery in Alexander Valley for several decades after Prohibition ended. Joe Ciatti established the Joseph W. Ciatti Company, which grew into the world’s largest brokerage of grapes and bulk wines, with offices around the world. These days, Joe Ciatti is active in mergers and acquisitions as a principal with Zeponi & Company.



Wine Science

Gordon Burns

co-founder/technical director,
ETS Laboratories

Providing an analytic backbone to the premium wine industry

Gordon Burns and his wife Marjorie founded ETS Laboratories in 1978, and ETS has been a leader in wine analysis since. Burns has been continuously involved in the wine industry in leadership roles as a past chair of the American



Society of Enology and Viticulture Technical Projects Enology Committee, a member of the American Society of Enology and Viticulture Technical Projects Analytical Quality Committee, and with the Wine Institute Technical Projects Committee.

James Harbertson & Douglas Adams

associate professor of enology,
Wine Science Center, Washington State
University; professor, UC Davis

Moving the ball forward on phenolic measurement with The Harbertson-Adams Assay

James Harbertson and Dr. Douglas Adams of UC Davis developed a robust method for quantifying multiple classes of phenolic compounds: anthocyanins, tannins, pigmented polymers and non-tannin iron-reactive phenols.



Scott McCleod & Gianni Colantuoni

founders, WineXRay

Bringing a predictive phenolics model to the wine industry

After a distinguished winemaking career culminating in his work with Francis Coppola at Inglenook estate in Rutherford, California, Scott McCleod and three partners founded Safe Harbor Wine Storage in Napa. He also founded WineXRay with partner Gianni Colantuoni, providing measurements of phenolic compounds and collaborating with clients on the use of the information, for a powerful tool for determining quality.

Nat DiBuduo

president, Allied Grape Growers

Advocacy on behalf of California grape growers

Nat DiBuduo is a native of the San Joaquin Valley and his family was among the first to plant varietal winegrapes in the San Joaquin Valley in the early 1970s. He's been with the Allied Grape Growers cooperative since 2000, representing 550 growers located throughout the San Joaquin Valley and North Coast, marketing some 200,000 tons of grapes each year to more than 60 customers.



Jason Eckenroth

founder, ShipCompliant

Creating an automated DTC compliance standard

While he recently sold his company to Sovos Compliance and is off on a new adventure, Jason Eckenroth remains one of the industry's unsung heroes. ShipCompliant launched in 2005 to address the need for any winery to access up-to-date state regulations and tax rates for direct shipments to consumers and, at the same time, track their shipments to ensure compliance. Where others made attempts and failed, ShipCompliant succeeded, becoming the gold standard for automated DTC compliance.



Gary Figgins

founder, Leonetti Cellar

The founder of Walla Walla's first winery—and still going strong

Gary Figgins and his wife, Nancy, founded the first winery in Walla Walla in 1977. He was the first Washington winemaker to be recognized by the press for quality Cabernet Sauvignon.



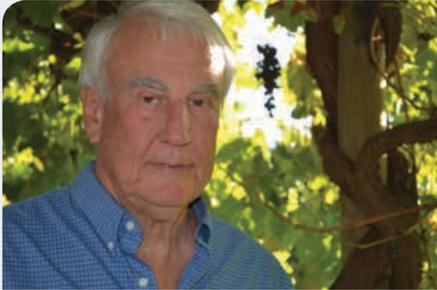
Beyond his winery, he's a partner in the 20,000 acre Sevein vineyard development project near the Seven Hills vineyard, of which he's also a part-owner. Figgins helped launch the enology program at Walla Walla Community College, and continues to support the program.

Mergers & Acquisitions

Tony Correia

president and owner, The Correia Co.

The most recognized agricultural appraiser in the wine business



It's often said, "You can't get the deal done without Tony." **Tony Correia** specializes in the appraisal of large, complex, agricultural properties and difficult appraisal assignments. He is a frequent instructor of appraisal courses and seminars throughout the nation, and a public speaker on agricultural, appraisal, taxation and estate planning issues, and the vineyard and wine industries.

Frank Farella

founding partner, Farella Braun + Martel

For building a leading law firm and his role in the growth of Napa Valley



Frank Farella supervises many of the firm's mergers and acquisition transactions and plays a lead role in the firm's U.S. and international hotel practice, representing several Napa Valley wineries and vineyards, in addition to involvement with mergers and acquisitions. He served on the board of **Robert Mondavi Corporation** and represented Robert Mondavi, not only in his landmark case against **Krug Winery**, but with Mr. Mondavi's philanthropic activities.

Barbara Banke

chairman and proprietor, Jackson Family Wines

Leading a wave of investment in Oregon and focusing on quality



Jackson Family Wines' chairman and proprietor has spent the last two decades leading the company she co-founded with her late husband **Jess Jackson**, while building and expanding some of the most beloved wineries in the nation. Banke takes a hands-on role in the development and promotion of various Jackson Family Wines brands.

Harvey Chaplin

chairman, Southern Glazer's Wine and Spirits

Guiding the nation's largest wine wholesaler



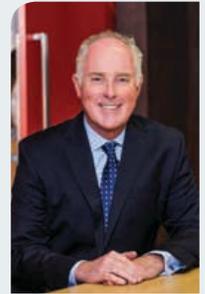
Southern Glazer's Wine and Spirits, LLC completed a merger of **Southern Wine & Spirits of America** and **Glazer's** this year, making Southern Glazer's the largest North American wine and spirits distribution company. The company now distributes more than 150 million cases of wine and spirits annually, employs more than 20,000, with operations in 44 states, the District of Columbia, the Caribbean and Canada.

Michael Clarke

chief executive officer, Treasury Wine Estates

For taking the world's largest publicly traded "pure play" wine company from takeover target to acquirer

Treasury Wine Estates was in dire straits in the U.S., even coming close to being acquired a couple times through October 2014. Clarke was named the chief executive officer and managing director of the company in March 2014. This year, Treasury purchased **Diageo's** wine business for \$600 million—and its U.S. business is now making a profit.



Mark Couchman

president, Silverado Premium Properties

Bringing institutional money to the wine industry

Mark Couchman leads **Silverado Premium Properties**, an investment fund that oversees more than 10,000 acres of winegrapes in Napa Valley, Sonoma and the Central Coast regions of California and sells grapes to more than 85 wineries. Couchman founded Silverado Premium Properties with partner **David Freed** in 1997 and has been instrumental in bringing pensions, money funds and more to the wine business.

Bill Foley

owner, Foley Family Wines

One of the most active players in wine business mergers and acquisitions

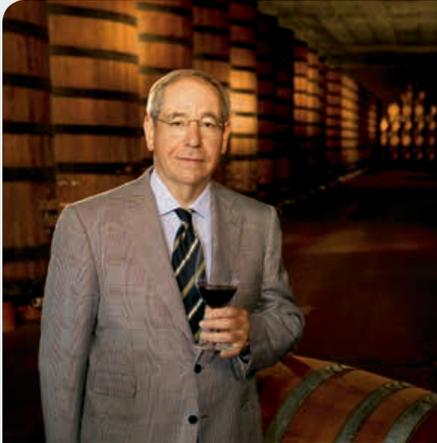
Bill Foley has been one of the most active acquirers of California wineries. This year, he purchased **Chalone**, one of California's most historic wineries. Recently, Foley Family Wines reached a deal with **Pat Stryker** and purchased **Stryker Sonoma** winery in Alexander Valley.



Joseph E. Gallo

chief executive officer,
E&J Gallo Winery

Moving the world's largest family owned wine company forward



Under chief executive officer **Joe Gallo's** stewardship, **E&J Gallo** has continued to grow, and continues to expand with acquisitions throughout California and Washington. In 2016, the company continued its push for premium wineries with the purchase of **Orin Swift** in Napa.

Garth Hankinson

senior vice president of corporate development, Constellation Brands

For his role in acquisitions with the leading wine, beer and spirits group Garth Hankinson has been instrumental in the growth of **Constellation Brands'** premium wine, beer and spirits business. The company has been making monster acquisitions in the last two years, including the \$315 million **Meiomi** purchase in 2015, a \$285 million grab for **The Prisoner Wine Company** and the \$1 billion **Ballast Point** purchase in 2016. In October, the company purchased five of **Charles Smith Wines'** brands for \$120 million.

Jeff Menashe

founder and chief executive officer,
Demeter Group

Advising some of the industry's most important mergers and acquisitions



Jeff Menashe has played an advisory role in some \$3.5 billion of deals, most recently including: **Copain Wines** in its sale to **Jackson Family Wines**; **The Ranch Winery** and **J Vineyards & Winery** in their sales to **E&J Gallo** winery; **St. Supéry** in its sale to **Chanel**; and **Benziger Family Winery** in a sale to **The Wine Group**.

Robert Nicholson

principal, International Wine Associates

Guiding some of the largest mergers and acquisitions deals in the wine industry

Robert Nicholson has completed more than 55 separate transactions for a combined value of more than \$1.2 billion, including sales of many well-known wine estates, vineyards and businesses, most recently including **Trefethen Vineyards**, **Ladera Vineyards'** sale to **Plumpjack Group**, **Jackson Family Wines'** purchase of **Field Stone Winery**, **Foley Family Wines** acquisition of **Stryker Sonoma**, and the monumental sale of **Diageo's** wine business to **Treasury Wine Estates**.



Greg Scott

partner, PricewaterhouseCoopers

The authority on taxation and accounting for wineries and vineyards



Greg Scott has more than three decades of experience dealing with federal, multi-state and foreign taxation for corporations, partnerships, estates, trusts and individuals, including roughly 60 wine industry clients. He's always the go-to guy when tax issues unique to vineyard deals come up and has been influential along the way as tax treatment of vineyards has developed. Scott's extension class at **UC Davis** on Taxation and Accounting for Wineries and Vineyards is attended by people from around the nation.

Randy Short

partner, Sheppard, Mullin, Richter & Hampton LLP

Large companies' go-to guy for winery transactions



Randy Short is an attorney specializing in mergers and acquisitions; wine industry matters; real estate fund representation; corporate, LLC, partnership and joint venture formation, governance and dissolution; corporate and partnership investment transactions.

Mergers & Acquisitions

Mario Zeponi

founder, Zeponi & Co.

Helping premium wineries find appropriate buyers

Mario Zeponi's firm has served as a transaction advisor to several companies, most recently including **Willakenzie Estate** and **Penner-Ash Cellars** in their sales to **Jackson Family Wines**, **Kosta Browne's** purchase of **Cerise Vineyards**, **Robert Hall** in its sale to **O'Neill Vintners & Distillers**, **Orin Swift** in its sale to **E&J Gallo**, **Patz & Hall** in its sale to **Ste. Michelle Wine Estates**, and **Meiomi** in its sale to **Constellation Brands**.



Ted Baseler

chief executive officer, Ste. Michelle Wine Estates

Leading Washington's preeminent wine company

Ted Baseler has dedicated his career to building Washington state into one of the world's top wine regions. He has led the expansion and acquisitions with a "string of pearls" strategy, a self-described collection of estate wineries whose vineyards produce some of the best wines in the world. This year, Sonoma's **Patz & Hall** was the latest winery to join SMWE's pearl necklace. Baseler has been committed to community service, serving on boards for several organizations, including the Wine Market Council.



David Freed

co-founder, Wine Industry Symposium Group

Connecting growers and lenders, educating industry financial partners

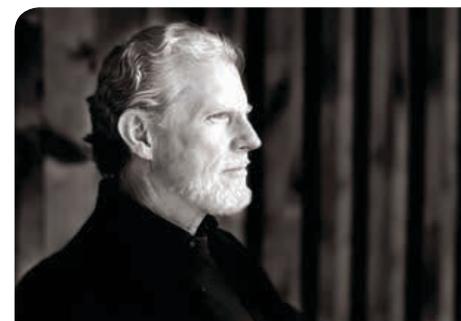


While **David Freed** is chairman of **Silverado Wine Growers** and **Silverado Premium Properties**, privately held real estate investment funds with more than 10,000 acres of vineyard holdings in California, Freed has made another major contribution to the industry: He helped bring new sources of capital into the industry at a time when there wasn't much capital available by co-founding the annual **Wine Industry Financial Symposium**.

H. William 'Bill' Harlan

owner, Harlan Estate

For key role in premiumization of Napa Valley



Bill Harlan, a San Francisco real estate developer, shaped **Meadowood** into a high-end resort that, among other things, hosts the annual **Auction Napa Valley**. He has established three wine-growing estates in Napa Valley: **Harlan Estate**, **BOND Estates** and **Promontory**. He's also the managing partner of **The Napa Valley Reserve**, a private member-only club founded in 2003.

Fred Franzia

co-founder, Bronco Wine Company

The advocate for everyday wines

Calling **Fred Franzia** a colorful character would be an understatement; he's legendary. Bronco, the state's fourth-largest winery, changed the industry in 2002 by selling \$1.99 wines at **Trader Joe's** stores under the **Charles Shaw** label. It's now sold something like 1 billion bottles of "Two Buck Chuck." Franzia's company farms some 30,000 acres and is the nation's fourth-largest wine company by volume.



Jon Fredrikson

president, Gomberg, Fredrikson & Associates

Setting the standard for wine business analysis

Jon Fredrikson runs America's oldest consulting firm specializing in wine industry matters, offering a broad range of consulting services in wine industry economics, strategic market planning and wine property acquisitions and divestitures.

He's an economist who speaks frequently at industry conferences and is active on several boards, continuing traditions begun in 1948 by wine industry pioneer **Louis R. Gomberg**. **Wine Communications Group** partnered with beverage alcohol advisory firm **BW166** to acquire the publishing business of **Gomberg, Fredrikson & Associates** earlier this year.

