

Haas in the Wine Country

Berkeley-Haas has been cultivating students into leaders in the wine industry for decades. Some brought a family tradition of grape growing to their business studies. Others struck out on their own with a novel approach, location, or idea after graduation. Read on to learn about this unique crop of alumni in Napa and Sonoma—and to take advantage of discounts they are generously offering the Haas community when you visit their wineries.

Can't make it to the Napa Valley? Visit haas.berkeley.edu/winelist for more discounts online and a list of Haas-affiliated wineries in other regions. To add a winery to the list, email rkelly@haas.berkeley.edu.

1 Diago Chateau & Estates Robyne Eldridge, MBA 02, General Manager, Direct to Consumer Business

Diago produces spirits, beer, and wine, including such brands as Johnnie Walker, Smirnoff, and Guinness. The company's wineries include Acacia, Beaulieu, Provenance, and Sterling in the Napa Valley and Rosentlum Cellars in Alameda, Calif.
Discount: Honorary wine club member for a day through 12/31/12, including complimentary tasting for up to four people and 20% off current vintage wine purchases.
♦ diageo.com

2 Black Stallion Winery/DFV Wines

Frank Indelicato Sr., BS 47, Owner and Board Secretary
Named for a historic equestrian center, Black Stallions in obor track houses winemaking production and remnants of 36 horse stalls. In 2010, the winery was purchased by the Indelicato family, which began growing grapes in Manteca, Calif., in 1924 and expanded its holdings under the family's second generation, including alumnus Frank Indelicato Sr.
Discount: 20% on wine tasting and wine purchases at the winery. ♦ blackstallionwinery.com

12 Kendall-Jackson

Santiago Cliley, MBA 01, Vice President Strategic Planning & Business Development; John Cole, MBA 01, Director of Production, Contracts and Planning; Ed Farver, MBA 75, General Manager—Napa Operations; Mitch Grossman, MBA 06, Director, Financial Planning & Analysis; Matthew Owings, MBA 06, Director of Strategic Analysis
Kendall-Jackson Winery produces award-winning wines from more than 10,500 acres of estate vineyards throughout cool California coastal regions. Founder Jess Jackson was a Berkeley Law graduate.
Discount: 2-for-1 tasting and 15% discount on wine with a copy of the magazine. ♦ kj.com

11 Peay Vineyards

Andy Peay, MBA 98, Co-Founder
Founded in 1996 on a very cold, remote, fog-enshrouded hilltop four miles from the Pacific Ocean in the far West Sonoma Coast, Peay produces highly acclaimed Pinot Noir, Syrah, and Chardonnay wines.
Discount: Open to non-member Haas alumni. (Peay is open only to mailing list members.) ♦ peayvineyards.com

10 Duckhorn Vineyards

Dan Duckhorn, BS 60, MBA 62, Founder and Board Member
Crafting classic Bordeaux varietals since its founding by Dan and Margaret Duckhorn in 1976, Duckhorn now makes several elegant Merlot and distinctive Cabernet Sauvignon bottlings and is also known for its Sauvignon Blancs.
Discount: Upgrade to an estate tasting focusing on single-vineyard and very limited availability wines. ♦ duckhorn.com

9 Treasury Wine Estates Patrick Sullivan, MBA 96, COO, Americas Direct to Consumer Division

The world's third largest wine company and largest publicly traded pure-play wine company, Treasury owns six California wineries, including Beeringer and St. Clement in the Napa Valley and Chateau St. Jean in Sonoma County.
Discount: 2-for-1 tasting and 25% off products toward the tasting at all wineries except Stags Leap. ♦ tweglobal.com

8 V. Sattui Winery & Castello di Amorosa (The Castle)

Dario Sattui, MBA 69, Owner
Created by California pioneer winemaker Vittorio Sattui in 1885, V. Sattui is the nation's most visited winery and also features a gourmet deli and two acres of tree-shaded picnic grounds.

Castello di Amorosa is an authentic reconstruction of a 13th century castle that was nearly 30 years in the making. Wine production is small, and all wines—primarily Italian style—are sold exclusively at "The Castle."
Discount: \$5 off any tour and tasting or tasting only when alumni show a page from Berkeley-Haas magazine. ♦ esattui.com ♦ castelloamorosa.com

7 Hall Wines

Kathryn Hall, BCEMBA 08, Vintner

Halls St. Helena winery was the first California winery to receive the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold Certification, in 2009, and was certified organic in 2010. Halls Rutherford winery boasts a hand-built cave network and produces small-lot and single-vineyard red wines.
Discount: 15% on any purchases in April and May. Use code "HAAS12" online. (Excludes certain wines.) ♦ hallwines.com

6 St. Supery

Lesley Keffer Russell, MBA 02, VP Marketing and Direct Sales; Michaela Rodeno, MBA 80, Former CEO

St. Supery specializes in Sauvignon Blanc and Cabernet Sauvignon from grapes grown on 500+ acres of sustainably farmed estate vineyards.
Discount: 15% online discount through June 30 using the coupon code "HAAS." ♦ stusupery.com

5 Cakebread

Dennis Cakebread, BS 75, Founder

Since its founding in 1973, Cakebread has grown from 22 acres to 982 acres. The winery, which specializes in Cabernet Sauvignon, has offered cooking classes for 30 years. Appointments required. ♦ cakebread.com

4 Villa Ragazzi

Michaela Rodeno, MBA 80, Co-Owner

Microwinery specializing in Sangiovese (a red Italian variety) made from the unique Rodeno clone, the first Sangiovese planted in the Napa Valley. Appointments required.
Discount: 10%. ♦ villaragazziwine.com

3 Napa Cellars & Trinchero Napa Valley

Alexis (Todd) Walsh, MBA 06, Marketing Manager

The laid-back Napa Cellars tasting room offers a selection of California wines, including varietals from Folie à Deux, Napa Cellars, and Ménage à Trois. Trinchero offers a sampling of its highly acclaimed, small-production, estate wines.
Discount: 10% with the magazine. ♦ napacellars.com ♦ trincheronapavalley.com



ILLUSTRATION BY ADAM SULLIVAN