

WINE BUSINESS MONTHLY

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The Industry's Leading Publication for Wineries and Growers

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Wine Industry Leaders 2019

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How the
WBM
50
Make Wine

McManis Family Vineyards Expands
Wine Facility, Vineyards

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SALARY SURVEY

Report

Wine Industry Salaries Up 2.6 Percent
Labor Market Remains Tight

2019 WINNERS ANNOUNCED
Wine Packaging Design Awards

Lessons in Leadership

* “The art of mobilizing others to want to struggle for shared aspirations.”

AS WE PUT THE finishing touches on this month’s issue we’ve just wrapped up the annual *winejobs.com* SUMMIT, an event *Wine Business Monthly* produces for human resources professionals. The summit focuses on recruiting, developing and retaining talent. This year it also concentrated on managing one’s time effectively and on leadership.

During the summit, leadership coach Kevin Odom reminded attendees about five essential practices of exemplary leadership.* I’m paraphrasing but they include: modeling the way, or setting an example by aligning actions with shared values; inspiring others with a vision for the future; challenging processes and looking to innovate; enabling others to act by fostering collaboration and building trust; and celebrating victories by showing appreciation and saying ‘thank you.’

Like fine wine, leadership comes in many varieties and styles. This month’s issue recognizes 50 of the top leaders in the wine industry as selected by our editorial team, a list of leaders shaping the industry today. Some of them are well known while others may be new to you.

Salaries are always a topic of discussion at SUMMIT and attendees were given a sneak peek at topline results from the 2019 *Wine Business Monthly*/Western Management Group Salary Survey Report. The results are included in this issue. When we started publishing the salary survey many years ago we scheduled it for October because of a myth that winemakers don’t read during



harvest. They actually do read in October, however, and we’ve established a tradition. Suffice it to say, the salary survey report is one of the most popular articles we print each year.

Recruiting and developing talent is one of the most important issues facing wineries today, to be sure, but this issue includes a wealth of information on other topics, from benchmarking sustainability to keeping barrels and tanks clean, to how wineries use oak, to which cover crops are best in the vineyard.

We also focus on leadership in packaging and design, announcing the winners of the sixth annual Packaging Design Awards, a competition within the Wine Packaging Conference judged by an esteemed panel of distinguished wine industry experts. Awards were given in five categories: Best Classic Format Package Design; Best Alternative Format Package Design; Best Luxury Package Design; Best Package Redesign; and Best Package Series Design.

Here’s to leadership, in all its expressions and styles.
Cyril Penn – Editor

*SOURCE, JAMES M KOUZES AND BARRY Z POSNER IN THE LEADERSHIP CHALLENGE WORKSHOP, 4TH ED. ©2010

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Merry Edwards

chief executive officer, Merry Edwards Winery

Shattering glass ceilings

Merry Edwards, the Pinot Noir specialist known as one of the women who shattered glass ceilings in California winemaking, has been a leader in wine for nearly five decades. The accolades and awards are many. This year Edwards sold her Sonoma County winery to The Louis Roederer Champagne house and stepped down as winemaker though she remains chief executive. Edwards' career began at Mount Eden Vineyards in the Santa Cruz Mountains after she graduated from UC Davis. She was with Matanzas Creek and consulted prior to establishing her own winery.



Margareth Henriquez

president & CEO, Krug Maison De Champagne

Improving luxury marketing at Krug

Margareth Henriquez was named president of estates and wines at luxury company LVMH. As president and CEO of the Champagne house **Krug**, Henriquez recognized luxury brands are often tied to an individual, usually the founder, and a vision that goes beyond what others are doing with a particular product. Realizing that buyers of luxury products won't buy products they don't understand, she provided transparency in terms of composition of the blends with individual identification codes on back labels.



John Hinman

founding partner, Hinman & Carmichael LLP

Leading attorney for alcoholic beverage compliance

John Hinman has been advising and representing alcoholic beverage industry clients in all phases of industry regulation, from trade practice, distribution, importation to product fulfillment, retail licensing and production. He's defended more than 200 administrative accusations and hearings, both at TTB and the ABC, in the last 25-plus years.



Chris Indelicato

president & CEO, Delicato Family Vineyards

Leading a third generation of family management

Chris Indelicato leads one of the fastest growing wineries and one of the largest wine companies (production exceeds 11 million cases)—a company that has more than 90 years of California wine-making and grapegrowing history. His grandfather, **Gaspere Indelicato**, broke ground on the family's first vineyards in 1924. Chris Indelicato assumed the role of president and CEO at **Delicato Family Vineyards** in 2004.



Sahap Kaan Kurtural

assistant cooperative specialist in viticulture, UC Davis

Improving production efficiency and pushing vineyard mechanization forward

Dr. Kaan Kurtural's research focuses on improving production efficiency in vineyards by applying principles of canopy and crop load management using vineyard mechanization and applied water amounts, as well as identifying quality improvement traits in berry composition by translating fundamental research into applied production practices in vineyards.

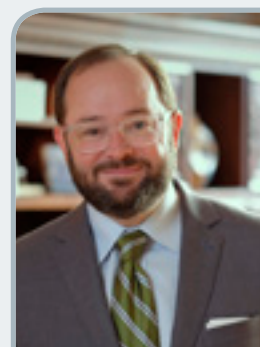


Eric McLaughlin

CEO and managing partner, Metis

Getting deals done in the Northwest

Eric McLaughlin runs the Northwest's leading mergers and acquisitions firm specializing in alcoholic beverages and hospitality. Metis advises privately-held businesses, including wineries, on capital transactions including mergers, acquisitions, divestitures and recapitalizations.



Towle Merrit

general manager, Walsh Vineyard Management

Bringing mechanization to luxury wine

As general manager at **Walsh Vineyard Management**, which operates in Napa Valley, **Towle Merritt** has helped move the level of knowledge and the dialogue on mechanical harvesting forward. His firm continues to encourage customers to try new technology cost-effectively and has been instrumental in educating clients.

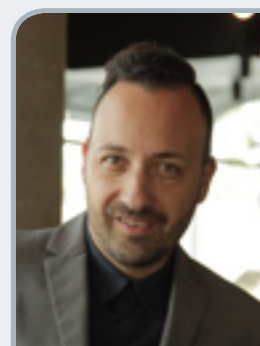


Juan Munoz-Oca

executive vice president, winemaking, vineyards and operations, Ste. Michelle Wine Estates

Taking a legacy of innovation forward

In January 2019, **Juan Munoz-Oca** was promoted to executive vice president, winemaking, vineyards and operations, at **Ste. Michelle Wine Estates**, succeeding **Doug Gore**, when he retired. Munoz-Oca a third-generation winemaker from Argentina, oversees all winemaking. One of the most upbeat and down-to-earth winemakers you'll meet, he worked his way up through the winemaking ranks.



Beth Novak Milliken

president & CEO, Spottswoode Estate Vineyard & Winery

Early adopter of organic vineyards

Spottswoode Estate, founded by the Novak family in 1972, began farming 100 percent organically more than 30 years ago—before "sustainable" and "green" were buzzwords. Because its Cabernet Sauvignons are highly regarded, this approach influenced other wineries. Spottswoode also contributes to organizations that share its environmental values.

