



T O P
WINE INDUSTRY
Leaders

36

A leader is someone who makes 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 four trend-based category lists: Data, Mergers &



Acquisitions, Labor and Retailers—these are the areas that have made a considerable impact on the wine industry in 2017. Mergers & Acquisitions was previously a category on this list, but this year there was a watershed moment: **E&J Gallo** purchased the **Stagecoach Vineyard** in Napa from **Jan Krupp**. The acquisition forced many wineries who were pursuing an asset-light strategy to rethink their approach. Data made the list for the first time this year. The ability for wineries to get retail sales data has been improving and in 2017 the industry took a leap forward with the introduction of daily pricing data by retailer by **Vermont Information Processing**.

The retail landscape has been changing as well. This year saw consolidation of important players and was memorable for **Amazon’s** purchase of **Whole Foods**. Retailers also expanded private labeling programs with **Sam’s Club** and others signaling their intentions to pursue private labeling more aggressively.

Here’s to *WBM’s* Top Leaders in the Wine Industry 2017!

Mergers & Acquisitions

As the wine industry continued to consolidate in 2017, these are the men and women who made the purchasing and selling of vineyards and wineries possible.

Jann Krupp

owner, Stagecoach Vineyard

For creating and ultimately selling Napa Valley’s Stagecoach Vineyard

After settling in the San Francisco Bay Area, **Jan Krupp**—an internist with a private medical practice—pursued winemaking as a hobby. While continuing to commute to his medical practice, Krupp moved to Napa in 1991 and over a period of many years developed what would become one of Napa’s most well-known vineyards, **Stagecoach Vineyard**, with more than 600 acres planted on Prichard Hill. Stagecoach was purchased by **E&J Gallo** in 2017.



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.



Dana Sexton Vivier

GI Partners

For her role in acquisitions with a leading private equity firm

GI Partners acquired **Duckhorn Wine Company** in 2007, and **Dana Sexton Vivier** joined the firm a few years later in conjunction with GI Partners’ appointment as manager of the **CalPERS**-owned vineyard portfolios. GI Partners built the management team and grew Duckhorn threefold, expanding the **Decoy** brand, extending the company’s estate holdings, acquiring winemaking facilities and establishing **Canvasback** on Washington state’s Red Mountain. GI Partners sold Duckhorn to **TSG Consumer Partners** last year.



Barbara Banke

chairman and proprietor, Jackson Family Wines

Leading a wave of investment in and focus 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. Jackson Family Wines is the leading supplier of Pinot Noir and Chardonnay. Banke takes a hands-on role in the development and promotion of various Jackson family wine estates. In 2017, the company purchased Central Coast icon winery **Brewer-Clifton**.



Mergers & Acquisitions

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.



David Duncan

president and CEO, Silver Oak Cellars

Expanding an iconic winery's reach

Silver Oak Cellars, a powerful brand known for high standards and continuous improvement, has been expanding its reach, most recently with the purchase of Ovid Napa Valley in St. Helena. In 2017, Silver Oak purchased the 40-acre Prince Hill Vineyard in the Dundee Hills appellation of Oregon's Willamette Valley from Oregon pioneer Dick Erath. That followed the purchase of the 30-acre Crazy Creek Vineyard in Alexander Valley in late 2016.



Roger Nabedian

senior vice president, premium wine division, E&J Gallo Winery

Overseeing E&J Gallo's high-end expansion

E&J Gallo, the world's largest wine company, operates in 100 countries, focusing on all price tiers, from \$4 per bottle every-day wines to \$150-per-bottle vineyard-designates. Roger Nabedian runs the premium wine group, consisting of some 45 brands, and he's overseen Gallo's wide range of recent acquisitions of premium wineries and vineyards. Nabedian is also responsible for Gallo's consumer products insight group and the company's marketing services group.



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 recent years, including the \$315 million Meiom 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. Constellation's latest wine acquisition was Napa Valley's Schrader Cellars.



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. Menashe helped recognize other wine industry leaders too, supporting Sonoma State's Business of Wine Video Series and conceiving the Business of Wine Leadership Dinner.



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 Oregon's Beaux Freres Vineyard to Maisons & Domaine Henriot and Ladera Vineyards' sale to Plumpjack Group.

