

FOR YOUR TABLE

A new generation

These women are leading winemaking in fresh new directions

by ANNETTE ALVAREZ-PETERS



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Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.



This month we celebrate the achievements of women on International Women's Day, March 8. I've been fortunate to work with incredible families in the wine industry all over the world; here I highlight daughters from three families who are following in their parents' footsteps. These women are loyal and committed to family traditions, while also pushing boundaries on where they can improve and enhance their family's legacy. I, for one, am most excited to see what the future holds for all of them.

Costco Connection: How do you see your generation differing from your parents' generation?

Alycia Mondavi: As a millennial, it has been interesting to observe the shifts in the wine industry. For example, our parents' generation strived to produce branding and wines with a more traditional and classical approach. My generation constantly pushes the boundaries to introduce new winemaking techniques and styles, produce edgy branding with eye-catching labels and packaging, and create unique and hip marketing to attract all demographics.

Angelina Mondavi: As a winemaker, and as taught by my grandfather and father, I always strive to create the highest-quality wine that captures the terroir of our family vineyards. Although technology has improved over the years, I have not deviated far from my grandfather's vision.



Laura Catena

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"My generation constantly pushes the boundaries to introduce new winemaking techniques and styles ..."

— ALYCIA MONDAVI ★

The vision of our forefathers has been passed down to the new lines of our family, who have adapted it to the new scenarios of the historic moment in which we are living. Our goal is to be faithful interpreters of our traditions, but with an up-to-date attitude to new technologies.

Riana Mondavi: We would be remiss if we did not continue to honor everything that has been built for us by the generations before. We also recognize that the wine industry today is far different than 30 years ago and changing faster than ever. We need to explore new ideas to maintain the great family legacy we have. My sisters and I are dedicated to making sure that certain time-tested traditions are maintained. However, why not introduce a new a wine brand?

CC: What challenges do you see facing the wine industry in the next five years? Ten years?

Laura Catena: Sustainability is key to winemaking and to all other farming. The world is getting warmer and there is a worldwide water shortage. That is why, in 2010, we pioneered Argentina's sustainability code at Catena.

Every day we are offered a new machine or technology to replace people, but people are at the heart of wine culture and farming. I am working to preserve the artisanal winemaking traditions of Argentina. We need technology to help us save water and confront climate change, but we need to do so without destroying the country lifestyle that is at the core of Mendoza, where 70 percent of Argentina's wines are made.

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FEATURED AT COSTCO

Find these fine wines at select Costco locations.

Catena Malbec
Mendoza, Argentina
Item #472719

Charles Krug Sauvignon Blanc
Napa Valley
Item #317024

Charles Krug Cabernet Sauvignon
Napa Valley
Item #86682

Marchesi di Barolo Maraia Barbera del Monferrato
Piedmont, Italy
Item #166410

CC: How do you balance introducing a unique and fresh style to the family business while staying true to your family legacy?

Valentina Abbona: Marchesi di Barolo was the first cellar in Piedmont where wine was made in its "modern" version and where it was given the name of Barolo—the wine of kings, the king of wines—in honor of our little village. We still have five of the original 200-year-old barrels used by the marquises of Barolo that we utilize today for aging our wines! Our winery also has a unique collection of historic bottles of Barolo, which includes all vintages since the beginning of the last century.

Generation after generation, we have always scrupulously safeguarded the quality of such treasures, and we remain a family business committed to be terroir-driven and loyal to our traditions. These are the core values that have led us through our business journey.



Valentina Abbona

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Name: Laura Catena
Winery: Bodega Catena Zapata, Mendoza, Argentina
Generation: Fourth
Words to live by: "I am a perfectionist and I believe in hard work. But people should always come first. My motto is 'Hard on issues, soft on people.'"

Name: Valentina Abbona
Winery: Antiche Cantine dei Marchesi di Barolo, Barolo, Italy
Generation: Sixth
Words to live by: "One that I love is: Wine is not only the result of the fermentation of the grapes; wine is emotion, is poetry, is, indeed, art."

A NEW GENERATION

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The Mondavi family, from left: Riana, Angelina, parents Marc and Janice, Alycia and Giovanna.

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Valentina Abbona: We love being worldwide ambassadors for our winemaking area and long traditions. In this regard, we already export in almost 70 countries, and each one represents both an opportunity and a challenge from a professional perspective. Today—and it will be more and more like this in the near future—we are facing the need to adapt our strategies to the singular peculiarities of each market scene.

Pursuing the direction that combines tradition with a view to the future, we are driven by the urgency of being very attentive to young consumers, who are becoming increasingly curious and—at the same time—more demanding.

CC: What is your role as the future storyteller?

Laura Catena: My great grandfather Nicola Catena founded our winery in 1902. He would have never imagined that someday a woman would lead the winery. Some of these old traditions must be changed.

But others, like manual pruning, hand-harvesting and natural winemaking, must be preserved.

Wine is one of the true artisanal crafts that remain in the world. We must preserve these traditions that date back to Roman times, and that is my job: to get people to care about preserving this ancient art. Preserving the art of winemaking is no different from preserving culinary traditions, old churches, paintings and monuments around the world.

Gigi Mondavi: Our role is to share and preserve not only our family legacy but the legacy of Napa Valley throughout the world. We are fortunate to have a name that holds great significance in American winemaking, and we will always be happy to share our stories about the past, present and future generations. ■

Name: Alycia, Angelina, Gigi and Riana Mondavi

Winery: CK Mondavi and Family, Napa Valley, California

Generation: Fourth

Words to live by: “Our grandfather, Peter Mondavi Sr., said, ‘You must respect the land, because it all starts in the soil. As a winemaker, you have a responsibility to maintain the integrity of the land, the vines and the wine you put in the bottle.’”

—Angelina Mondavi

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