



STAG'S LEAP WINE CELLARS

JEFF MCBRIDE
VICE PRESIDENT, GENERAL MANAGER

Winemaker by trade, writer and teacher by hobby, philosopher by heart, Jeff McBride possesses a combination of experiences and skills that serve him well as Vice President, General Manager of Stag's Leap Wine Cellars, one of the most celebrated and historic winery estates in America.

McBride – who holds degrees in biochemistry and philosophy from the University of Colorado – has nearly three decades of winemaking experience, published a long-running column on winemaking and the environment, and for several years taught a college course on winemaking chemistry and sensory evaluation.

He put down roots in California's wine country nearly 30 years ago, making wine for the acclaimed Sonoma wineries Kenwood and Dry Creek. In 2003, McBride journeyed to the Napa Valley to oversee Conn Creek winery on the Silverado Trail in the heart of Rutherford. This winery is best known for its Bordeaux-style blend Anthology.

While there, McBride was credited for developing the winery's AVA program, which sources Cabernet Sauvignon grapes from outstanding vineyards in each of Napa Valley's 14 distinct sub-appellations. The fruit from these sub-appellations was featured in small-production bottlings to showcase the diverse character of the Napa Valley. The program was so unique, it quickly turned into an interactive consumer experience that offered guests an opportunity to taste wine from barrel from each of the distinct sub-AVAs, and then allowed guests to blend their own wine from any of the barrels.

In 2007, McBride joined Stag's Leap Wine Cellars and proudly accepted the stewardship of this Napa Valley *first-growth* estate. "Stag's Leap Wine Cellars is one of the most distinguished Cabernet Sauvignon producers in the world. I have the privilege of guiding its future by helping to preserve and enhance the legacy of this extraordinary estate," says McBride.

With his knowledge of both the business and winemaking side of the industry, McBride is well-suited to providing leadership for Stag's Leap Wine Cellars. He notes, "The history and philosophy that have distinguished this winery for nearly 40 years play important roles in the future of Stag's Leap Wine Cellars. And now, a new spirit of innovation will take this winery to greater heights."

In 2008, McBride was elected to the Board of the Napa Valley Vintners, where his leadership skills will benefit the broader Napa Valley community.



"Wine is consumable art that livens up gatherings, stimulates conversation, and enriches our lives."

Jeff McBride