

## MEET JOEL TEMPLIN & KATIE JAIN



JOEL TEMPLIN  
FOUNDER



KATIE JAIN  
FOUNDER

Joel and Katie have been friends and graphic design colleagues for over six years, amassing an impressive trophy case full of awards both individually and as a team. They've applied their talents to a wide variety of clients: Apple, Charles Chocolates, Coca-Cola, Hilton, MTV, Starbucks, Target, Williams Sonoma, and many more.

In the Spring of 2007, they founded a new firm, Hatch Design. In the short time since then, they've continued to attract great clients and gain more critical acclaim for their design and branding work.

But this new entity, Hatch, was born to enable them to do more than help clients build brands; it was designed to allow them to create and grow their own brands, as well. JAQK Cellars is the first idea to crack out of the egg. And it couldn't be a more beloved first hatchling.

Katie and Joel have long shared a true appreciation and passion for fine wine. They have worked on a many wine brands over the years. Their favorite, MacLean Wines, introduced them to the well-respected winemaker and soon-to-be good friend and co-Founder of JAQK, Craig MacLean.

## MEET CRAIG MACLEAN



CRAIG MACLEAN  
FOUNDER & WINEMAKER

From early on, Craig felt a connection with nature. So it was not surprising that when considering his formal education, he followed a natural path. He earned a Bachelor of Arts degree in Plant Science, and followed that up with a Master's Degree in Enology, both from the University of California at Davis.

Next came his hands-on wine education, in the form of two apprenticeships. First as a Harvest Intern under Cathy Corison and Mia Klein at Chappellet Vineyard, and then three years as Assistant Winemaker under Bob Foley at Markham Vineyards.

Craig became a full-fledged Winemaker and authored his first wine (93 points, Wine Spectator) at Cain Vineyard and Winery. Since then his wines have received great acclaim. As Winemaker for Spring Mountain Vineyard he created two vintages. One earning a ranking of Number 17 in the world.

Craig is now the master winemaker for JAQK, as well as one of its founders.

## MEET BERNARD LA BORIE



BERNARD LA BORIE  
PRESIDENT

Bernard has 23 years of domestic and international experience in the wine and spirits industry. He comes with encyclopedic, as well as first-hand, knowledge of all aspects of the business—from brand development and marketing to all facets of production. He has proven, time after time, to be able to create brands that are distinctive and held in the highest acclaim.

Bernard began his wine career at Gallo, then built an invaluable network of major industry players as he managed sales teams across the US for Premiere Wine Merchants and later Remy Cointreau. Bernard began managing winery operations for Carneros Alambic Distillery in 1991, and then held the Director & General Manager position for Piper Sonoma. He created the well-respected BearBoat wine brand from scratch, overseeing all aspects of product creation, design, and marketing. Bernard was then brought on as the President of the Dariosh Winery in Napa, where he directed all components of starting the boutique luxury brand, which grew to become one of Napa Valley's biggest success stories.

Currently, Bernard is at the helm of JAQK Cellars, where he has tasked himself with bringing the world a family of first-class wines while having a boatload of fun in the process.