

A man without a dream is a man without hope. Each day I am humbled that life has afforded me the opportunity to work at and pursue my dream. The wines that I craft represent a dream come true for my family & me.

MY History

Michoacan, Mexico is rarely mistaken for Napa Valley, but in hindsight I know now that it would prove to be the foundation for the winemaker and person that I am today. It was in Michoacan, working alongside my grandparents that I received my early lessons in agriculture. I can still recall hiking with them into the mountains to tend special plots of land and discovering the unique qualities of these mountain grown fruits and vegetables. Little did I know that this simple lesson in terrior would have a profound impact on my life.

In 1975, in search of a better way of life, my parents brought our family to the heart of the Napa Valley, St. Helena. Five years later my father would decide to retire and the entire family moved back to Michoacan. However, my dream of working at a winery had already taken root in my soul and its constant pull would lead me to return to Napa at the age of 15.

My Journey

My life in the wine business humbly began at the age of 17, not in a winery but instead as a laborer hired to build a stonewall at Stag's Leap Wine Cellars. As fate would have it, my efforts did not go unrecognized and ultimately Warren Winiarski would offer me a job "inside" the winery. During my tenure at Stags Leap, eight of them as the Cellar Master, my passion for wine would continue to grow and the lessons learned there would pave the way for the next steps of my journey.

After 10 years at Stag's Leap I was offered the position of assistant winemaker at Chateau Potelle, which was then followed by an invitation to become the winemaker at Vine Cliff. Given my modest beginnings in the small town of El Llano, Michoacan this was without doubt, a "Dream" come true. If I didn't think that things could get better I was wrong. In 2001, I was invited to join Paul Hobbs Consulting as Director of Winemaking.

My Style / My Mission

Like the grapes I use to produce my premium wines, I like to think that I am a product of my environment. Each winery that I have had the pleasure of working with has had a significant impact on the winemaker that I've become. Stag's Leap provided me with my initial foundation and taught me attention to detail & a commitment to quality. Chateau Potelle introduced me to French winemaking techniques, including all-natural fermentation. At Vine Cliff I was afforded the opportunity to experiment as I saw fit and refined my personal style of winemaking. Finally, at Paul Hobbs Consulting I learned to build new wine programs for small, ultra-premium producers.

Simply put, my winemaking philosophy is deeply rooted in a commitment to produce wines that truly reflect the site and character of the vineyard from which the grapes are grown. The attention to detail and dedication to maintaining the highest standards of quality result in wines of extremely limited production