

## Millennial Vintners to Watch in 2019

February 28, 2019

SAN FRANCISCO — In 2019, millennials, ages 23-38, will number 73 million people, surpassing Baby Boomers to become America's largest generation. These consumers, distinguished by their openness to trying new and unusual wines, are naturally of great interest to California wineries. Because millennials are known to value the advice of their peers, what better place to look for opinions and wine recommendations than their own generation of vintners?

With millennials playing a role in U.S. wine sales, Wine Institute has identified several inventive young vintners who are taking the reins of their families' multi-generational wineries. The following "Millennial Vintners to Watch for 2019" are just a handful of the many leaders bringing new ideas and innovations to their family businesses to help them thrive long into the future.

### Niki & Jordan Wente - Wente Vineyards, Livermore Valley



WENTE  
VINEYARDS



Both are the daughters of fifth generation winegrower, Phil Wente. Niki joined the family business in 2017 and is now the winery's viticulture supervisor, in charge of buying and selling grapes and managing winegrower relations. Vineyard sustainability is important to Niki, and under her guidance, the winery has added more owl boxes in the vineyards and implemented the compost of lees solids and re-application to the soil. Jordan is Wente's procurement project manager. She joined the business in 2015 and was instrumental in the recent winery and branding renovation of Murrieta's Well. In her current role, she supports custom and private label projects.

