

Charles Krug

PETER MONDAVI FAMILY

Marc Mondavi

Marc Mondavi is the eldest son of Peter and Blanche Mondavi and grandson of Cesare and Rosa Mondavi, the Napa Valley pioneers who purchased the historic Charles Krug Winery in 1943. As co-proprietor with his brother Peter Jr., he works closely with their father, Peter Sr. on issues of strategic importance, including stewardship of all the winery's brands.

Marc was born in 1954 and raised on the winery property. He caught the family winemaking bug early in life, holding his first official winery position at age 10. For Marc, growing up on the Charles Krug property meant summers running around the winery, climbing in empty tanks, packing gift boxes and working in the vineyards. But it wasn't until he became a teenager and started tasting wines with his father that Marc knew he was destined for the family wine business.

Marc studied viticulture and enology at the University of California, Davis, and marketing at California State University, Sacramento. He returned to the winery in 1978 after his studies, at which time he immersed himself in every aspect of winery operations.

He worked with his father to further his knowledge of winemaking, and applied the expertise he had acquired at U.C. Davis to the winery's numerous vineyard holdings. During the mid-70s, Marc experimented with canopy management in the vineyards which greatly reduced losses from mildew and facilitated grape ripening.

Marc continues to spend much of his time in the vineyards, where he works with his brother Peter Jr. to oversee the family's \$25.6 million investment in their 850 acres of Napa Valley vineyard land with mostly noble Bordeaux varietals. "What we are looking for with the replants is more flavor and aromatics," he said. "Most of the vineyards that were replanted are 32 to 36 years old and the new grape varieties are selectively tailored to the different soil profiles."

On the subject of maintaining their independence, Marc is adamant: "Family ownership gives us a different perspective on the winery. We are not corporate employers; we are the owners and have a hand in anything that impacts the final product."

Marc takes that philosophy on the road where his busy travel schedule combines winemaker dinners, sales meetings with the distributor network and chain meetings around the country. "Key to the continued development of our brands is an understanding of how to leverage our goals and expectations compared with the mega-companies and keep the attention of the distributors."

He is a trustee and past secretary of the California Winery Workers' Pension Plan, a \$300 million-plus pension fund, where he oversees investments. He also serves as Vice President of the Boone & Crockett Club, the oldest conservation group in America, started by Teddy Roosevelt in 1887. He is active in The Wine and Food Society of San Francisco and The Chaîne des Rôtisseurs. He has served on the boards of the Wine Institute, the California Wine Commission, as past president of the Winery Employers Association and logistics chairman for the Napa Valley Wine Auction in 1988 and 1989.

Marc lives on Howell Mountain with his wife, Janice. They have four daughters, Angelina, who holds a MS in oenology from the University of Adelaide's Waite Campus in South Australia, and currently is assistant winemaker at Hundred Acre Winery. Riana is currently the regional sales manager for the Pacific Northwest for C. Mondavi & Family. Alycia is area sales manager in Northern California for Napa, Sonoma and Solano Counties for C. Mondavi & Family. Giovanna attends Northeastern University School of Business.