



Introduction

In her 2006 book, *Women of Wine*, author Ann Manaster¹ noted, “No business or industry reaches further back in history or is more global in scope than the wine industry. And no industry has so resolutely excluded women from positions of influence for so long” (p. 1). In a similar vein, Cathy Corison, an esteemed winemaker in Napa, California, remarked in a casual conversation a few years ago, “Back in 1978, when I did my first harvest, I never thought that women would be recognized as winemakers.”

Both comments refer to the reality faced for many years by women winemakers in the United States and globally. It is within this long cultural history—and the relatively recent changing societal views of women who enter male-dominated fields, and of gender, work, and family—that we consider the journeys of a number of women winemakers in our book. These women are among those leading the way to women’s greater presence in this field.

Corison’s comment aptly captures the changes that have occurred and continue to occur. Fortunately, her 1978 prediction was incorrect.

THIS BOOK

Our goal in writing this book is to make lead women winemakers *more visible*. We believe that knowing their names, their rich stories, and their varied career paths helps challenge and change the traditional societal view that women do not have a leading role in producing wine. Women’s greater visibility, together with knowledge of their pathways, encourages other women to enter the field with the confidence that they, too, *belong* and can be successful as winemakers. Their greater visibility also makes women’s presence and performance more normative for *everyone* working in the industry.

That said, in many ways this is a highly personal book that portrays details of the professional journeys that women winemakers shared in our one-on-one conversations with them. We have tried our best to capture their stories and journeys and to present them within a coherent framework built around their various

career paths and cultural histories and the changing views of women's place in the wine industry.

We met with nearly 150 winemakers in California and the wine regions of Champagne, France, Douro Valley, Portugal, Hawke's Bay, New Zealand, Piedmont, Italy, and Penedés, Priorat, and Rioja, Spain, to learn about their experiences. We met exclusively with *lead* winemakers, that is, winemakers who have the *primary* responsibility for producing the wine at a winery or winemaking facility. These conversations were critical in providing the knowledge base for this book. With a few exceptions, we met primarily with winemakers who are women.

Maps of the regions are provided in a special section of the book. These maps show the locations of the wineries where the winemakers described in our book are located.

IDENTIFYING THE WOMEN

We initiated our project in California in 2011, first meeting with faculty at the University of California, Davis (UC Davis) for their recommendations of individuals with whom we might talk. UC Davis has a long-standing and premiere enology and viticulture program in California, and over the years has graduated many students in this field. In addition, we sought data available from UC Davis and *Wines & Vines*, an industry publication, and from books on the wine industry. We used these sources to assist us in identifying the pathfinding women included in our first two chapters, and, in subsequent chapters, those who entered the field later.

Appendices I and II provide lists of the pathfinding women we were able to identify, together with brief descriptions of their careers. Regrettably, we cannot claim that the lists are exhaustive, as we may have inadvertently omitted other lead women winemakers who began their winemaking careers during the two time periods we considered.

We used these contacts to assist us in identifying a diverse group of women for our conversations. We ultimately met in person with more than ninety women winemakers throughout the state of California and corresponded by email with many more. Their names and wine regions are provided in Appendix III.

In 2014, we expanded our project to include prominent wine regions internationally. Identifying winemakers in these regions was much less straightforward. Accomplishing this involved consulting wine books that focused on a particular region of interest, finding wineries that might have a woman winemaker or winery owner, and contacting those individuals for an appointment or for recommen-

dations. We also checked with winemakers in California who had completed internships or had lived in these regions for their recommendations of possible contacts. Once we were abroad, those we interviewed often would recommend another woman they thought would be important for us to interview. We ultimately talked with fifty-three women winemakers from other countries. For each international wine region, Appendix IV lists the individuals with whom we had conversations.

THE CONVERSATIONS AND THE PATHWAYS TO WINE

We began the conversation about one's pathway to wine with the question, "When did you know that you loved wine?" The response led into discussion of each winemaker's formative years, formal and informal education, and career path. Later in the interview, we described the following *four* general career pathways to becoming a winemaker. We then either asked the winemaker, "Which of these pathways best describes your experiences?" or "From what you have shared with us, you appear to have followed the (for example, 'science' pathway). Would you agree?"

- *Sensory pathway*: Coming to love wine from the aromas of food and wine and/or from marketing or tasting wines.
- *Family pathway*: Coming to love wine while growing up in a winery family.
- *Science/Agronomy pathway*: Coming to love wine from a grounding either in science or agronomy.
- *Enology pathway*: Coming to love wine while studying in a recognized enology program or being in an enology program confirmed that love.

OUTLINE OF THE BOOK

The book has three main parts. The three chapters of *Part One* highlight *trailblazing* women winemakers. Its first two chapters focus on California's trailblazing women. In Chapter 1, we describe the careers of the first eight women who entered the field of winemaking between 1965—the year the first woman, MaryAnn Graf, graduated from an enology program at UC Davis—and 1974, some nine years later. In the next chapter, we introduce the 15 women who entered the field between 1975 and 1979, just before and after an important blind winetasting in Paris brought significant attention to California wine. We also describe the career pathways of four women from this period. In Chapter 3, we turn to six trailblazing women in the international regions we visited, providing information on the wine region and then describing their

careers. Their professional journeys exemplify the four general career paths to becoming a winemaker.

In the four chapters of *Part Two*, we focus on women who entered the winemaking field after 1980. Each chapter is devoted to one of the four designated career pathways and describes the odysseys of five or six women winemakers from California and international regions who followed that general pathway. This set of chapters includes women who are more established along with newer winemakers, all of whom are recognized for making wine of high quality. *Photographs of these winemakers* appear on the website, www.womenwinemakers.com, under the heading *Book/Studies*.

The three informational chapters of *Part Three* pertain to women's progress in the winemaking field. The findings of our three ground-breaking studies on women winemakers in California are the topic of Chapter 8. The first study addresses the question, How many women? The second study assesses whether wines created by female winemakers are being recognized in the industry. The third study investigates women's progress in the field.

When we initiated this project in 2011, our goal was to identify the lead women winemakers in California. After talking with many people in the industry, we realized that a more systematic approach was. This led to our decision to develop a comprehensive database of California's 3,200+ wineries existing at that time and to use it to identify the lead winemakers. As reported in the first study described in chapter 8, we learned that some 10 percent of the wineries in the state have lead winemakers who are women. We also identified them. Nearly all of California's lead women winemakers now appear on the project website noted above, which we update on an ongoing basis.

Chapter 9 provides a summary of the advice for aspiring winemakers offered by the women we interviewed in California and internationally. In chapter 10, our closing chapter, we comment on the value of career pathways in furthering women winemakers' progress. We also address initiatives designed to further catalyze women's greater presence in this historically male-dominated field in the various countries we visited.