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WOMEN WINEMAKERS HAVE “MADE IT” IN MALE-DOMINATED FIELD New Research Study Finds CA Women Winemakers’ Wines are More Highly Acclaimed Relative to Their Presence in the Field than Male Winemakers’ Wines

SANTA CLARA, CA, July 2012 — A new research study published by Dr. Lucia Albino Gilbert, Ph.D., Professor of Psychology at Santa Clara University, and her husband, John Gilbert, Ph.D., also a professor there, indicates that the wines produced from California wineries having women winemakers are more highly acclaimed proportional to their presence in the field than those having male winemakers. In their first study (Gilbert 2011) entitled “How Many Women?” they found that only 9.8 percent of California wineries have women as the main or lead winemaker, a figure significantly lower than the 15-20 percent that had been assumed.

The current study investigated winery acclaim as a possible explanation for the discrepancy between the perceived percentage of women winemakers and the actual figure. “Although nearly half of the graduates of premier enology programs in California have been women, a much smaller percentage of them become winemakers,” said Dr. Lucia Gilbert. “Women who persist in male-dominated fields are reported to have high achievement motivation, ability, and self-efficacy, and often need to be more talented and hard working than their male peers in order to be recognized as successful.”

Data Sources for Evidence of Winery Quality

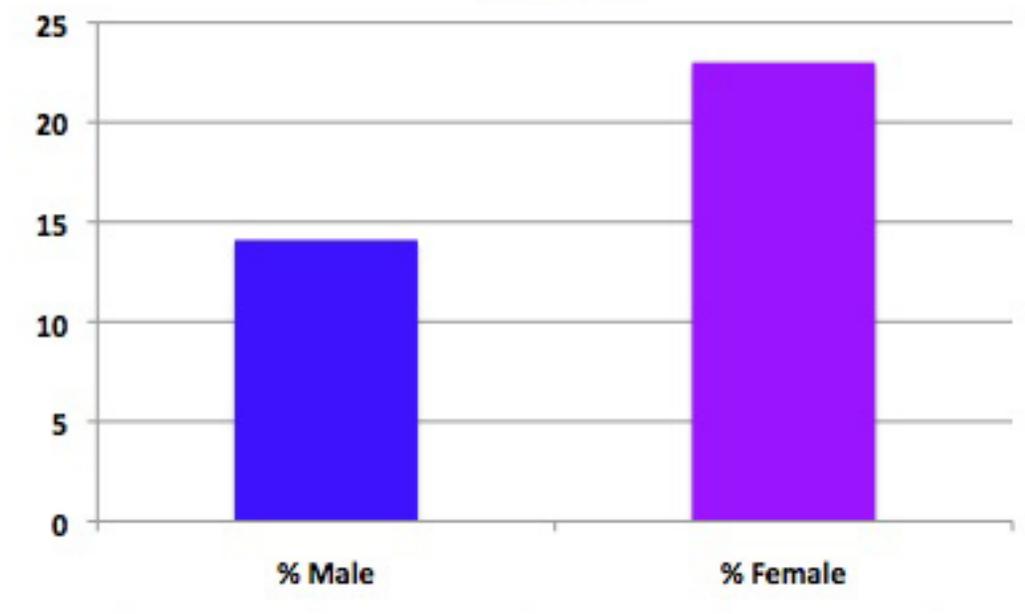
Drs. Gilbert used two sources of data. One was the California winery comprehensive database of 3,200+ winemakers developed for their first study. The second data source was *evidence of winery quality*, which was obtained by using the listing of wineries from *Opus Vino* (2010), a widely cited and credible source of winery quality. *Opus Vino* includes a total of some 4,000 wineries throughout the world that were identified by leading wine critics and wine writers who worked as a team with the volume’s editor-in-chief, Jim Gordon. Gordon is the former managing editor of the *Wine Spectator* and current editor of *Wines & Vines Magazine*. Selections for *Opus Vino* were based on an accumulation of experiences with wineries in a particular wine region and tasting notes of wines from that region over a period of years.

Wineries with Women Winemakers are More Highly Acclaimed

The researchers coded whether wineries in the California comprehensive database were listed in *Opus Vino*. They then calculated the proportion of wineries in *Opus Vino* having women and men winemakers, proportional to their representation in the comprehensive database of 3,200+ winemakers. Relative to those for men, a

significantly higher percentage of wineries having women winemakers were listed in *Opus Vino*: specifically 23 percent of the California wineries with women winemakers were listed in *Opus Vino* as compared to 14.1 percent of wineries with male winemakers.

Wineries in *Opus Vino*: Percentage of Women and Men Winemakers Proportional to their Total Numbers



“Our findings help illuminate two important areas,” said Dr. Lucia Gilbert. “First they give strong evidence of California women winemakers’ substantial and considerable success in a male-dominated field. Having their wines more highly acclaimed provides a clear indicator that women winemakers have “made it” and are being recognized in a male-dominated industry. Second, our findings provide a credible explanation for why many people mistakenly believe that women winemakers have shattered the glass ceiling in California. Having their wines highly acclaimed may also lead to the erroneous conclusion that women winemakers are far more numerous than they in fact are.”

Zelma Long is one of America’s best-known winemakers and the second woman to enroll in enology at UC Davis in 1968. She has played a large role in defining this acclaimed role of women winemakers. “We have all had the sensory evidence of the passion and skill of California women winemakers,” commented Long. “I appreciate that Dr. Lucia Gilbert has provided professional quantification of those women’s talents that wine lovers have known intuitively. Clearly it will benefit our California wine industry to have women ever more present as winemakers and wine leaders in the coming years.”

Leslie Sisneros, winemaker at Arista Winery and several other wineries, expressed a similar validation. “Being in the wine industry for more than 25 years, I have always known there was a talented pool of women winemakers. Due to their hard work,

camaraderie and high standards, these women are finally receiving their well deserved acclaim while paving the way for the next generation of female winemakers.”

“One important factor in changing views of women’s abilities in fields historically unavailable to them is for women to be awarded ‘exceptional’ status,” said Dr. Gilbert. “This kind of visibility opens doors for the exceptional women and also increases opportunities for other well-qualified women.” Another important factor she is studying is the role that men and other women have played in the mentoring of women winemakers and in providing support for their success in the field.

“Women’s reputation as serious contributors in the field of winemaking is clearly affirmed by these findings,” she concluded.

Cathy Corison, winemaker and owner of Corison Winery in Napa Valley, is another one of the early women winemakers, earning her master’s degree in enology from UC Davis in the mid-1970s. She makes highly prized Napa Valley Cabernet Sauvignon. “It’s very gratifying to see the hard work and tenacity of so many talented women recognized. It’s been a long, bumpy road and a great ride,” said Corison.

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PDF of synopsis of study is attached

Downloadable PDF of full study at website: <http://www.womenwinemakers.com/>