

# WINE BUSINESS MONTHLY

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## Wine Industry 2019 **Leaders**

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2019

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Report

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2019 WINNERS ANNOUNCED  
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# Wine Industry 2019 Leaders

A leader is someone who makes an impact or shapes how people act or how things occur—an agent of change. Making and selling wine is a multi-faceted endeavor led by those brave enough (or crazy enough) to pave a new way forward, inspiring generations to come. There are different ways to be a leader. Some of the leaders on this list have discovered new ways of doing things: new ways of marketing, tapping into trends and building brands. Some were entrepreneurial. Others developed a specific expertise; found niches or rallied behind causes they believed in. Some of the influential people on this list are known to virtually anyone who follows the wine industry, while others are influential yet fly “under the radar.” All of them are leaders in the North American wine business.

When **Wine Business Monthly** created this list, we wanted to acknowledge the multitude of leaders shaping the industry today. We have a general list of leaders as well as four trend-based category lists. This year, we saw leaders emerge in understanding environmental shifts, propelling the Oregon wine industry forward, promoting alternative packaging, and spearheading direct-to-consumer and e-commerce efforts—all areas that made an impact on the industry in 2019.

Here's to WBM's Top Leaders in the Wine Industry 2019!

# Can-do Attitudes

The growth of wine in cans was the most notable trend in the wine business this year. There were a number of can-evangelists who helped make it happen in 2019.

## Andrew Browne

founder, president and CEO, Precept Wine

### Northwest's fastest growing wine producer does cans

Precept Wine is a nimble wine producer focused on innovation with annual sales approaching 2 million cases. Andrew Browne has driven growth by focusing on wine quality, but also by nurturing relationships. Precept has been distributing and marketing House Wine since 2006 and launched House Wine in cans two years ago.



## John Wilkinson

managing partner, Bin to Bottle

### Boosting cans at custom crush

John Wilkinson is managing partner at Bin to Bottle, a custom-crush winery in Napa providing winemaking services with "high quality/high touch production methods." He had clients waiting to can their wine before he even finished installing a new wine canning line last year.



## Ryan Harms

founder, Union Wine Company - Underwood

### Pioneering wine in cans

Union Wine Company chief executive Ryan Harms was basically first to produce and market wine in cans in the U.S. with the Underwood brand. Now, large international wine companies are entering the category and big grocery chains are carving out real estate in their wine sections for cans. The canned wine segment is actually a segment—not just a fad.



## Jordan Kivelstadt

founder, Free Flow Wines

### Tapping wine in kegs and cans

Back in the day, there were folks who tried to make a go of wine in kegs but they sputtered. Jordan Kivelstadt basically created the wine in kegs category—and made it work. Last year the company moved from Napa into a 58,000-square foot building in Sonoma—a \$10 million investment. The company fills more than 370 wines in kegs and branched out, building its canning business with a new \$5 million automated canning lines by German manufacturer Krones. Kivelstadt recently stepped down from the day-to-day operations to pursue new projects but remains active with the company.



# CANNED WINE?

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