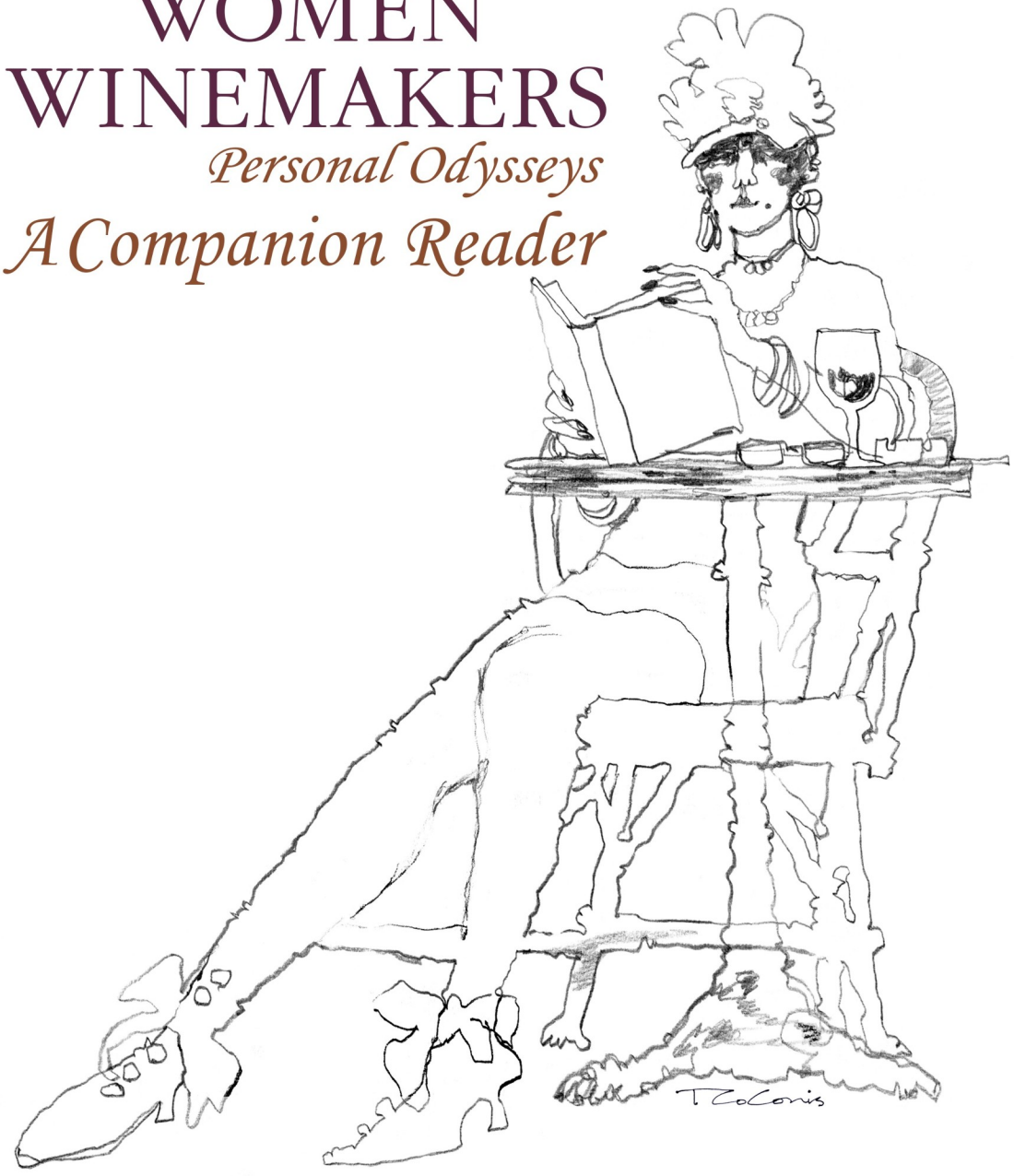
WOMEN WINEMAKERS

Personal Odysseys

A Companion Reader



Lucia Albino Gilbert & John C. Gilbert



Women Winemakers: Personal Odysseys
A Companion Reader

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NOTE: A Companion Reader, a resource for researchers and wine writers, is not available for purchase. It is currently available at the Wine History Project of San Luis Obispo County, the Napa and Sonoma County's Wine Libraries, the Shields Library, Archives and Special Collections, at UC Davis, and the Perry-Castañeda Library, University of Texas Libraries.

Preface

> *"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*." Ann Matasar, *Women of Wine (2006)*

Not until the 1980s did theories of adult development explicitly recognize that women as well as men pursue lifelong careers. Subsequent research identified those occupational fields that facilitated women's career paths, and those that did not. As Matasar noted in her 2006 publication, traditionally male-dominated fields, including the wine industry, were among those less welcoming of women.

The spark for our "Women Winemakers Research Project," and its growing body of research, occurred in 2011. Our inability to find but a handful of women winemakers in California led to our uncovering the extent of women's underrepresentation in this role. Only 9.8% of California wineries had a woman as the lead winemaker at that time.

Why A Companion Reader?

Our "Women Winemakers Research Project" has continued apace, providing new findings and adding depth and breadth to the information available in our book, *Women Winemakers: Personal Odysseys*, published in 2020. In *A Companion Reader,* we organize these research studies into two main parts. The first part pertains to the experiences of women winemakers in California, and the second to women winemakers in wine regions beyond California.

Part I pulls together into one volume our articles that were especially ground-breaking and innovative with respect to the research questions posed and the methodologies used to illuminate California winemakers who are women. Its articles also address key aspects of California's wine industry not covered in our book, *e.g.*, the influx of outside money.

Part II focuses on major international wine regions and their women winemakers. Its articles provide in-depth information on each region, including wine regions not covered in our book, and describes the odysseys of all the winemakers we interviewed.

The research compiled in *A Companion Reader* provides additional evidence of women's increased presence and recognition in the wine industry as notable winemakers and of their contributions to the field.

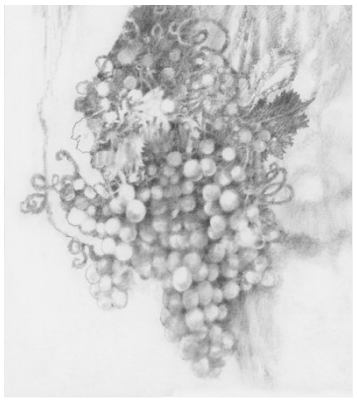
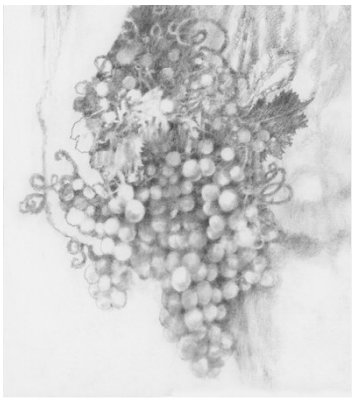



Table of Contents

Preface.....*ii*

Part I. Selected Studies on California and Its Winemakers Who Are Women

Introduction.....1

California Women Winemakers: Three Studies Assess Their Progress and Prospects [May, 2015: *American Association of Wine Economists*].....3

> Results showed some increase in the percentage of California wineries with lead women winemakers: 10% in 1999 to 14.7% in 2014 overall, and 20.5% when considering only positions available during this period. Progress appears steady but slow.

California's Trailblazing Women Winemakers: The First Twenty Years (1965 through 1984) [March, 2017: *Grape Collective*].....21

> In this article, we describe 50 trailblazing women who entered the winemaking field between 1965, the year of the first female graduate of a premiere enology program in California, and 1984, some twenty years later.

California's Next Generation Lead Women Winemakers and the Promise that Accompanies their Success [September, 2020: *Grape Collective*].....34

> For this article, we identify sixteen "Next Generation" women winemakers who moved into lead winemaker positions since our 2011 study (published in 2015) and whose career paths illustrate important patterns of underlying change.

A Case Study of Iconic Napa Valley Wineries with a Change in Ownership and their Women Winemakers [December, 2022: *Grape Collective*].....48

The 87 wineries in *Napa: Behind the Bottle* by Bill Tucker were used as the basis for a case study of (a) wineries that have had a change in ownership since 2000, (b) who now owns these wineries, and (c) which of these wineries currently have a winemaker who is a woman.

Keeping It in the Family: Next Generation Successes in Napa Valley [June, 2024: *Grape Collective*].....59

In this article, we describe the generational transition stories of six iconic family-owned Napa Valley wineries and offers our insights and reflections.

Keeping It in the Family: Next Generation Successes in Sonoma County [June, 2024: *Grape Collective*].....79

In this companion to the previous 2024 article, we describe the generational transition stories of six iconic family-owned and operated Sonoma County wineries and offer insights and reflections.

Part II. Conversations with Winemakers in International Wine Regions

Introduction.....103

British Columbia
The Women Winemakers of the Okanagan Are Holding Their Ground [June, 2023: *Grape Collective*].....105

The Okanagan Valley, located in Canada's westernmost province, is a wine region that is growing in importance and visibility. The women we interviewed spanned the period from 1980 to the present, from the appointment of the region's first lead woman winemaker in 1980 at the age of 31, to the Okanagan's youngest lead woman winemakers, who are currently in their early 30s.

France
From La Transmission to *Les Fa'Bulleuses: Femmes de Vin Advancing Champagne* [November, 2018: *Grape Collective*].....126

Despite the oft-cited contributions of well-known women who have headed a major Champagne house in the past (*e.g.*, Barbe-Nicole Ponsardin or "la Veuve Clicquot"), this region remains male-dominated. The many *Femmes de Vin* we talked with clearly understand that further change is needed and are taking constructive actions to bring it about.

Italy
Women Winemakers in the Piemonte-Langhe: The "Curse" Upended [July, 2019: *Grape Collective*].....140

Although Italy is known to have a masculine culture and is ranked the lowest in gender equality among the countries in the EU, recent wine industry publications indicate significant changes in the role of women in the Piemonte. Because 1975 was a pivotal year for women's rights in Italy, we first describe the career paths of *trailblazing women* born before prior to 1975, and then those who were born one generation later.

New Zealand
The Inspiring and Iconic Women Winemakers of New Zealand's Hawke's Bay Wine Region [April, 2018: *Grape Collective*].....161

A leader in promoting gender equality, we were interested in knowing whether New Zealand's egalitarian attitudes also extended to women wanting to break into the field of winemaking. We selected Hawke's Bay because it is the country's oldest wine region and report on our conversations with its women winemakers.

Portugal
Conversations with Women Winemakers in Portugal's New Douro [February, 2017: *Grape Collective*].....176

The Douro Valley, located in northern Portugal, is a UNESCO World Heritage site and one of the country's main wine regions. The region's relatively recent shift to producing still wines, in addition to its traditional Port wines, has provided increased opportunities for winemakers, including the women with whom we had our conversations.

Spain
Conversations with Winemakers in Spain's Penedès Region [June, 2015: *Grape Collective*].....191

The Penedès wine region, which is a short drive west of Barcelona, offers a diversity of terroirs suitable for growing a wide range of grapes. We were fortunate to arrange conversations with women who craft their wines at bodegas having varying levels of production and are involved in producing Cava, still wines, or both.

The Women Winemakers of the "Reawakened" Priorat [August, 2018: *Grape Collective*].....200

The beautiful Priorat region is located in the province of Tarragona in northeastern Spain, south of Barcelona. There we first met with one of the founders of the "reawakened"

Priorat wine region and with younger women for whom this reawakening has provided the future they had hoped for as a winemaker.