



*Professional Excellence in Oenology
(California) Awardee*

John Shafer
*Chairman
Shafer Vineyards*

Little in the first half of John Shafer's life foreshadowed a successful career as a Napa Valley vintner. He grew up in Chicago and later worked for 23 years in the corporate world of publishing. In 1973, by the age of 47, John left the corporate world behind and moved with his family to Napa Valley where he purchased a hillside vineyard on land that had first been planted to wine grapes in the 1880s. Adopting a hands-on approach from day one, John could be seen riding on his tractor as he cultivated the family's rugged new estate beneath the towering Stags Leap Palisades. In 1978, John made the first Shafer wine, a Cabernet Sauvignon, which was released in 1981, winning over critics and consumers alike. In the mid-1980's, John played a pivotal role in the establishment of the prestigious Stags Leap District appellation, now recognized as one of the world's best regions for the cultivation of Cabernet Sauvignon. Today, John is Shafer Vineyard's chairman of the board. In this position, he focuses on long-range strategic planning and export sales. He also spearheads Shafer's many philanthropic engagements.