Haas in the Wine Country

Berkeley-Haas has been cultivating students into leaders in the wine industry for decades. Some brought a family tradition of grape growing to their business studies. Others struck out on their own with a novel approach, location, or idea after graduation. Read on to learn about this unique crop of alumni in Napa and Sonoma—and to take advantage of discounts they are generously offering the Haas community when you visit their wineries.

Can’t make it to the Napa Valley? Visit haas.berkeley.edu/wineList for more discounts online and a list of Haas-affiliated wineries in other regions. To add a winery to the list, email rkelly@haas.berkeley.edu.

1. **Diageo Chateau & Estates**  
   Robyne Eldridge, MBA ’02, General Manager  
   Discount: 10% on wine tasting and wine purchases at the winery.  
   diageo.com

2. **Black Stallion Winery/DFYWines**  
   Frank Indelicato Sr., BS ’41 Owner and Board Secretary  
   Discount: 20% off wine tasting and wine purchases at the winery.  
   blackstallionwine.com

3. **Cakebread**  
   Dennis Cakebread, BS ’75, Founder  
   Discount: 2-for-1 tasting and 25% off products toward the tasting at all wineries except Stags’ Leap.  
   cakebread.com

4. **Castello di Amorosa (The Castle)**  
   Lesley Keffer Russell, MBA ’02, VP, Marketing and Direct Consumer Business  
   Discount: 2-for-1 tasting or tasting only when alumni show a page from the magazine.  
   castellodiamorosa.com

5. **Caymus Vineyards**  
   Robyne Eldridge, MBA ’02, General Manager, Direct to Consumer Business  
   Discount: $5 off any tour and 2-for-1 tasting and 15% discount on wine with a copy of the magazine.  
   caymus.com

6. **Chateau Ste. Michelle**  
   Leslee Udwin, MBA ’80  
   Discount: 15% off any purchases in April and May. Use code “HAAS12” online. (Excludes certain wines.)  
   chateaustemichelle.com

7. **Chateau Ste. Jean**  
   Andy Peay, MBA ’98, Co-Founder  
   Discount: Open to non-member Haas alumni. (Peay is open only to mailing list members.)  
   cje.com

8. **Clos Pegase**  
   Alexis (Todor) Walsh, MBA ’06, Marketing Manager  
   Discount: 10% with the magazine.  
   clospegase.com

9. **Diageo, Chateau & Estates**  
   Santiago Cilley, MBA ’01, Vice President Strategic Planning, Contractual Planning and Export Management  
   Discount: 2-for-1 tasting and 10% discount on wine purchases at the winery.  
   diageo.com

10. **Duckhorn Vineyards**  
    Michael Revak, MBA ’80, President & CEO  
    Discount: Honorary wine club member for a day through Dec 31, 2012, including complimentary tasting for up to four people and 20% off current vintage wine purchases.  
    duckhorn.com

11. **Fairfield Hills Winery**  
    John Cole, MBA ’01, Director of Sales  
    Discount: 10% off wine purchases at the winery.  
    fairfield.com

12. **Friedman Family Winery**  
    Michael Friedman, MBA ’80, Co-Owner  
    Discount: 2-for-1 tasting and 15% discount on wine purchases at the winery.  
    friedmanfamily.com

13. **Hall Wines**  
    Kathryn Hall, BE, MBA ’06, Owner  
    Discount: 15% on any purchases in April and May. Use coupon code “HAAS12” online. (Excludes certain wines.)  
    hallwines.com

14. **Hallberg Ranch Winery**  
    Steve Hallberg, MBA ’83, Co-Owner  
    Discount: 15% on any purchases in April and May. Use coupon code “HAAS12” online. (Excludes certain wines.)  
    hallbergranch.com

15. **Hall Wines**  
    Kathryn Hall, BE, MBA ’06, Owner  
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    hallwines.com

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