

# MWCo

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MENDOCINO WINE COMPANY

Gary Glass, President

Gary Glass, as president of the Mendocino Wine Co. is charged with establishing the long term vision of the business and carrying through a plan to achieve this vision. Gary leads the winery with skill he has honed over the last 19 years working in various management roles in the wine industry that have provided experience in most aspects of the business including new product development, Finance, Marketing, Sales, Production and personnel recruitment. This diversified background makes him an ideal leader to run the winery which includes both the heritage Parducci brand and start up brands to diversify the wineries portfolio.

Gary started his career at Seagram Chateau and Estates in 1990 and over time grew to Group Product Director. At Chateau and Estates, Gary was responsible for Sterling Vineyards, Mumm Cuvee Napa and New Product Development.

Gary spent 5 years at Trinchero Family Estates where he was charged with changing the culture of the company to embrace super-premium wines. Working very closely with winemaker, Derek Holstein, he created the Trinchero brand, while also managing Montevina and launching the Trinity Oaks and Portico brands.

Gary then spent four years at Constellation, 2 years as the VP of Finance and Business Development for the Table Wine Division and 2 years as the VP of Marketing Popular and Premium wines. While at Constellation, Gary was responsible for the creation of many new brands including: 3 Blind Moose, Monkey Bay, Houghton and Vendange Tetra-Paks.

Gary was the Founder and President of White Rocket Wine Company (WRWC) which was owned by Jess Jackson. Gary started the company for him with the goal of crafting new styles of wines with engaging branding to target younger trend setters. WRWC was recognized for its innovation, consumer driven marketing and brand development, and for outstanding wine quality, style and value.

Most recently before joining the Mendocino Wine Co., Gary worked for Francis Ford Coppola Presents as VP of Brand Development and Strategic Initiatives. In this role Gary managed Public Relations and the Marketing Department, he integrated Marketing with Sales and Production and drove dramatic change in the organization including: developing strong marketing programs and new product development.

Gary continues to lead the Mendocino Wine Co. with passion and professional integrity.