



### **Jim Concannon, 3rd Generation Vintner**



Third generation vintner Jim Concannon has held every title at Concannon Vineyard from water-hauler to winemaker. As a child, Jim spent the warm Livermore Valley summers carrying drinking water to the workers in the vineyards at Concannon, the winery his grandfather, James Concannon, established in 1883. In the 1960s, his training and enthusiasm for the art of winemaking earned him the title of winemaker, and in the 1970s, he steered the family business as president. Today, Concannon remains closely involved as third generation vintner, winery ambassador and as an unofficial repository for one of the most fascinating stories in California wine history. Titles aside, what he is most proud of is continuing the family legacy.

Jim is often referred to as the Father of Petite Sirah as he released America's first varietally-labeled Petite Sirah, a 1961 vintage in 1964. Under Jim's watch, the winery received numerous accolades including *Wine & Spirits Magazine* Winery of the Year in 1995 and 1997. In 2007, Jim received the prestigious Lifetime Achievement award from California Exposition and State Fair. According to officials, "Jim was chosen for industry leadership in development of Cabernet clones 7,8 and 11 that provided the backbone of Napa Valley's Cabernet resurgence in the 1970s and 1980s and led the world in quality standards for this grape," which is America's best selling red wine varietal. In 2010, Jim was named Man of the Year by Tasting Panel magazine, a leading adult beverage publication.

Jim's focus today is on assuring a future that preserves and builds on the past. The winery's two hundred acres of estate vineyards are on track to become certified organic in 2011 and Concannon recently released a new tier of wines called Conservancy, to produce quality vintages exclusively sourced from vineyards protected forever from urban encroachment. A ten-year long, \$30 million revitalization program to further enhance quality in vineyards, wines and operations was recently completed. "Our roots are in the beginnings of California's wine industry," Concannon says. "And our future rests on continuing to be innovators and making the best wines possible from this remarkable, rocky soil"

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