

# The 2026 Winery Website Age Report

*A data-driven assessment of 446 winery websites across six U.S. wine regions*

**THE SIGNAL YOUR WEBSITE PROBABLY  
DIDN'T MEAN TO SEND**



**OLD VINE** MARKETING

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## Executive Summary

This report presents findings from a structured analysis of 446 winery websites across six major American wine regions. Using a combination of visual assessment, content analysis, and deterministic signals, each winery was assigned a Winery Age Score — an estimate of the approximate age of the consumer their digital presence appears designed to attract.

The findings are intended to provoke honest reflection, not assign blame. Decisions about marketing, design, and brand voice are shaped by skill sets, owner direction, budget constraints, and time. The gaps identified here are systemic patterns, not individual failures.

<b>87%</b>	<b>446</b>	<b>56%</b>	<b>3.1%</b>
of winery websites target a consumer 46 or older	wineries scored across six regions	have words that skew older than their design	have a TikTok presence

### The headline findings

- **The industry is broadly targeting a sunseting demographic.** 87% of winery websites score as targeting consumers 46 and older (GenX + Boomers). **Only 13% are meaningfully engaging a younger audience.**
- **This is not a regional problem — it is an industry problem.** No region is immune. **Napa Valley has the fewest under-46 websites at just 7.5%.** Even Lodi, the youngest-averaging region, shows 71% of sites targeting 46+.
- **The vocabulary of “quality” has become the vocabulary of exclusion.** Words like legacy, terroir, handcrafted, world-class, and curated function as age signals — not quality signals. **The shared lexicon is simultaneously a “sea of sameness” and an implicit message** that this experience is not for younger consumers.
- **56% of wineries say something older than they look. The photographer got the memo. The copywriter didn’t.** Many are already halfway to a more accessible presence without realizing it.
- **Large brands are leading the visual transition — but not the copy transition.** Gallo, La Crema, Chandon, and Korbel **scored among the youngest visually. Their copy still skews older.**
- **The path forward does not require a rebrand.** Meaningful improvement is achievable by **closing the gap between what a winery looks like and what it says.**



## How to Use This Report

Winery owners and general managers will find the executive summary sufficient to frame the strategic conversation. DTC directors and marketing executives will find the detailed sections and regional breakdowns useful as internal advocacy tools. The appendix provides full methodology detail.

### SECTION 1

## The Context

For two decades, the direct-to-consumer wine business operated in a relatively forgiving environment. The Baby Boom generation — the cohort that built the premium wine market — was in its peak earning and spending years. Tasting rooms filled. Wine clubs grew. Allocations sold through. The demand was simply there.

That environment shaped an entire industry's assumptions about what a winery should sound like, look like, and feel like. The vocabulary of premium wine became codified — reflecting the values and aesthetic preferences of the consumer who was buying. The problem is that the industry kept speaking that language long after the demographic composition of the available audience began to shift.

***“Any lengthy discussion of the health of the US wine market invariably turns to the question of increasing the consumer base for wine. During 2004, there was, however, plenty of talk, if relatively little action, about reaching out to young people.” — “The Top 10 Wine Business Stories of 2004,” Wine Business Monthly “Targeting Millennial Consumers” | Referencing Wine Market Council statistics, 2003***

**That passage was written in 2004!** But the conversation about a younger audience dates all the way back to 2000. The wine industry's conversation about attracting younger consumers has been ongoing for **a quarter of a century**, yet the websites analyzed for this report suggest that the majority of wineries are still speaking primarily to the audience (age-wise) they have always had.

### A Parallel Finding

This research was inspired in part by Ted Hall's Napa Identity Index (NII), published in “Napa Valley's Sea of Sameness: Why Its Wine Brands are Drowning” (Substack, March 15, 2026). It's a great read and worth checking out. Hall found that 71% of 500+ Napa wineries scored below 40 on a distinctiveness scale. This project extends that finding: the prototype winery vocabulary is not just homogenous — it is inherently age-targeted. The sea of sameness and the demographic blind spot are not two separate problems. They are the same problem.



SECTION 2

## The Headline Findings

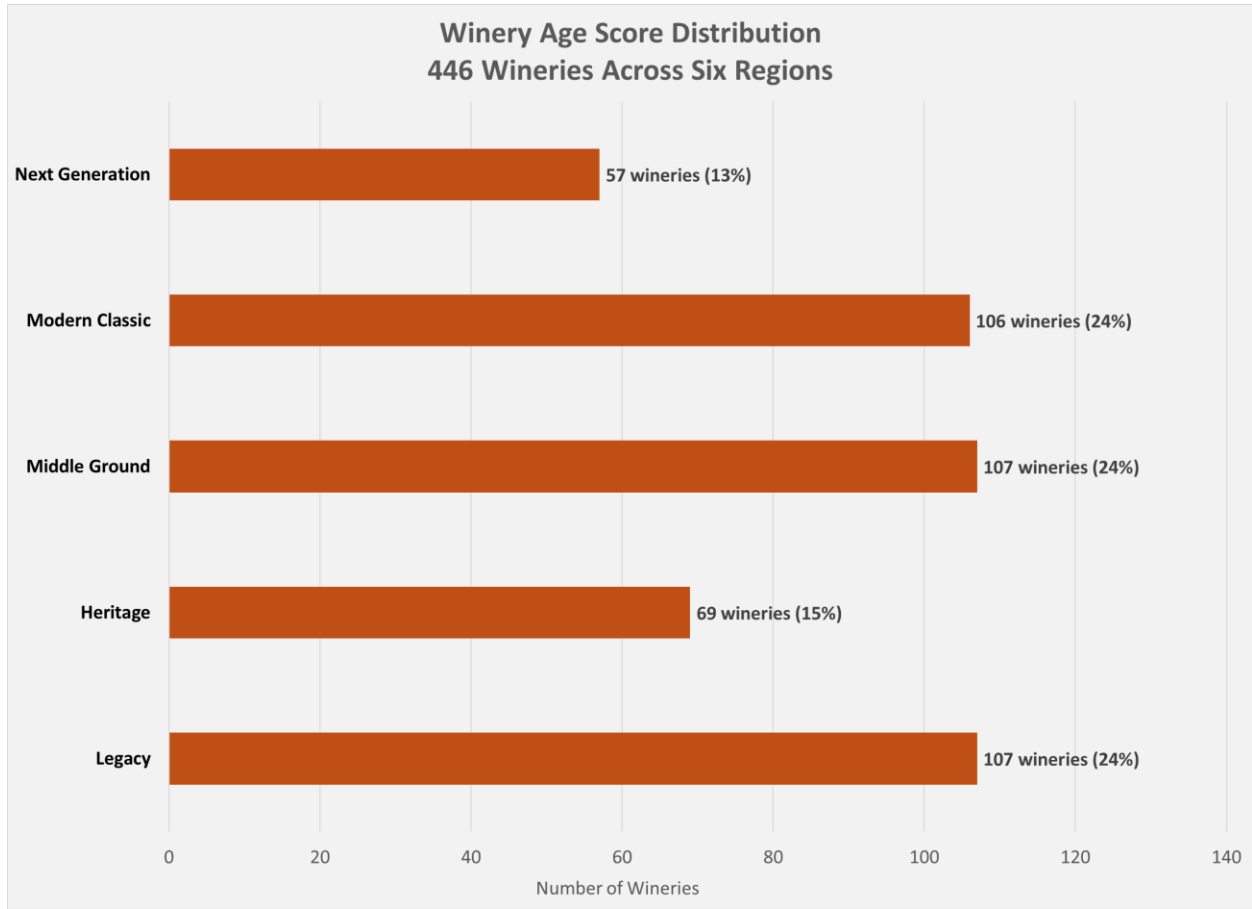
The central finding is straightforward: the wine industry, as measured by its digital presence, is overwhelmingly speaking to an older consumer.

<b>87%</b>	<b>13%</b>	<b>3.1%</b>
<b>Score 46 and Older (GenX + Boomers)</b>	<b>Score 45 and Under (Millennials + GenZ)</b>	<b>Have TikTok presence (14 of 446 wineries)</b>

### The Quintile Distribution

Composite scores were divided into five quintiles, each representing a distinct profile of how a winery presents itself digitally:

Quintile	Score Range	Count	%	Profile
Next Gen	36–45	57	12.8%	Casual, social, modern. Come as you are.
Modern Classic	46–47	106	23.8%	Approachable meets polished.
Middle Ground	48–50	107	24.0%	Elegant but not exclusive.
Heritage	51–52	69	15.5%	Refined. Knowledgeable audience expected.
Legacy	53–61	107	24.0%	Prestigious, curated, collector-focused.

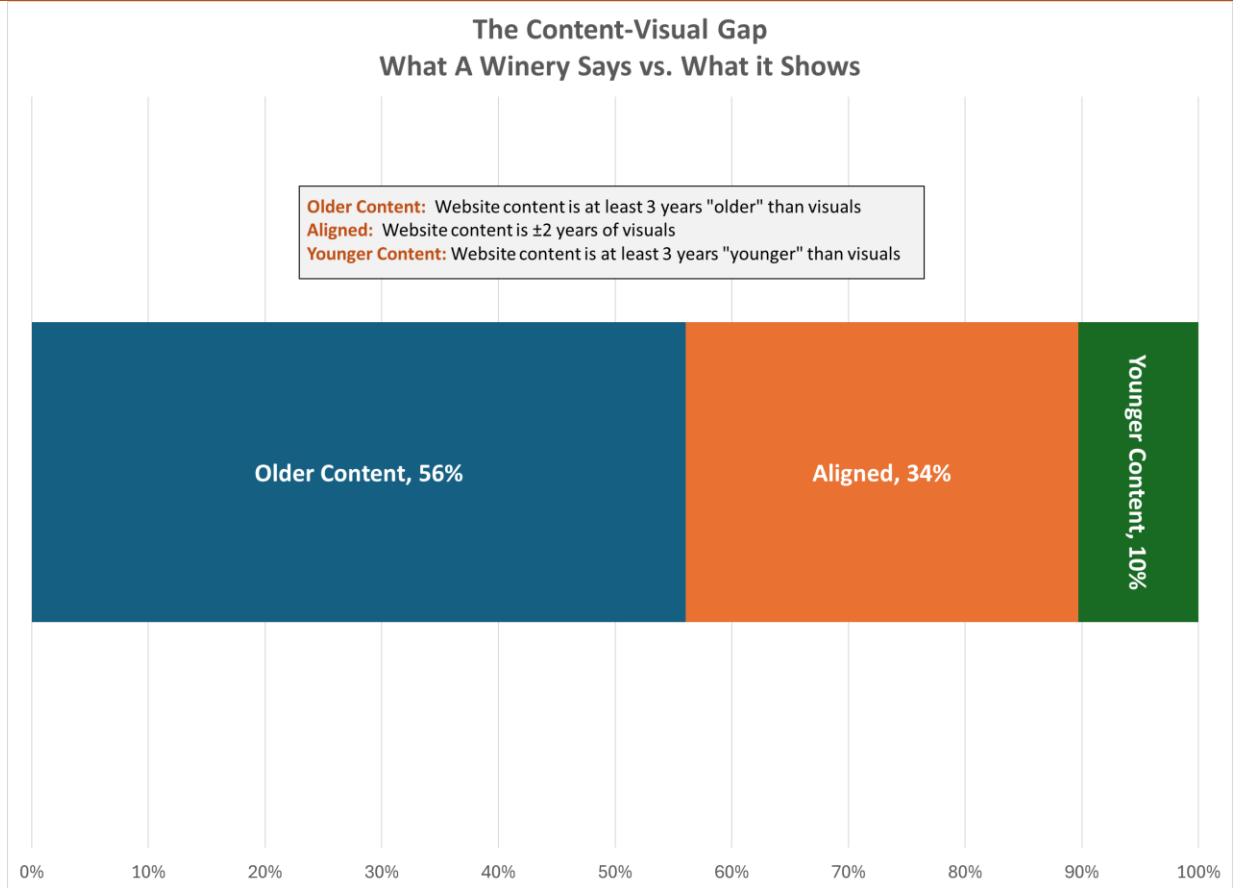


### The Vocabulary Trap

The prototype winery website inherently skews older because its vocabulary was assembled from the preferences of an older consumer. Words like legacy, terroir, handcrafted, world-class, allocation, intimate, curated, meticulous, and bespoke are cultural markers that read as formal, exclusive, and traditional to a younger consumer.

### The Content-Visual Gap

In 56% of the wineries studied, the written content skews older than the visual design. The average gap across all 446 wineries is +3.6 points — the typical winery website looks slightly younger than it reads.



***“The visual is saying: come as you are.  
The copy may be saying: you probably can’t afford this.”***

The largest content-visual gaps — Gallo Family Vineyards (+23), HALL Wines (+20), Clos du Bois (+20), Korbel (+20), Trefethen (+20) — are all at wineries where marketing teams have invested in visual modernization while the written content has not kept pace.

SECTION 3

## The Regional Picture

Regional variation in this data is meaningful but should be interpreted carefully. Price architecture, regulatory environment, regional identity, and the mix of large versus small producers all influence scores. No region is doing this particularly well.



Region	Wineries	Avg Score	Median	Range	Under 46
<b>Napa Valley</b>	<b>106</b>	<b>51.6</b>	<b>53.5</b>	<b>36–61</b>	<b>7.5%</b>
<b>Sonoma County</b>	<b>105</b>	<b>49.2</b>	<b>50.0</b>	<b>38–57</b>	<b>16.2%</b>
<b>Willamette Valley</b>	<b>99</b>	<b>48.9</b>	<b>50.0</b>	<b>42–55</b>	<b>8.1%</b>
<b>Mendocino County</b>	<b>40</b>	<b>48.8</b>	<b>50.0</b>	<b>42–56</b>	<b>17.5%</b>
<b>Paso Robles</b>	<b>65</b>	<b>48.1</b>	<b>47.0</b>	<b>37–56</b>	<b>12.3%</b>
<b>Lodi</b>	<b>31</b>	<b>47.3</b>	<b>48.0</b>	<b>38–55</b>	<b>29.0%</b>

### Napa Valley

Napa is the oldest-skewing region by every measure — highest average (51.6), highest median (53.5), fewest under-46 websites (7.5%). The San Francisco Bay Area, home to one of the highest concentrations of young high-income earners in the world, is less than an hour away. Those consumers can afford the wine. Many of the websites are telling them not to bother. This isn’t an income problem. It’s an interest problem.

### Sonoma County

Sonoma shows the most internal variation — widest range (38–57) and 17 under-46 websites. The region’s geographic and stylistic diversity means no single positioning template dominates.

### Willamette Valley

Willamette has the tightest score range (42–55) — no ultra-premium minimalist sites and no aggressively young brands. At 8.1% under-46, it is the second lowest region after Napa.

### Paso Robles

Paso Robles has 12.3% under-46. The region’s relaxed culture creates more room for personality-driven brands. Herman Story Wines (composite 39), the most dramatically younger-skewing winery in the dataset, is a Paso Robles producer.

### Mendocino County and Lodi

Mendocino’s organic and sustainability positioning creates naturally accessible signals. Lodi’s lower average is driven by mass-market brands whose digital presence skews young almost by default. The median (48.0) reflects the typical Lodi winery more honestly than the mean.



SECTION 4

# Resources & Size

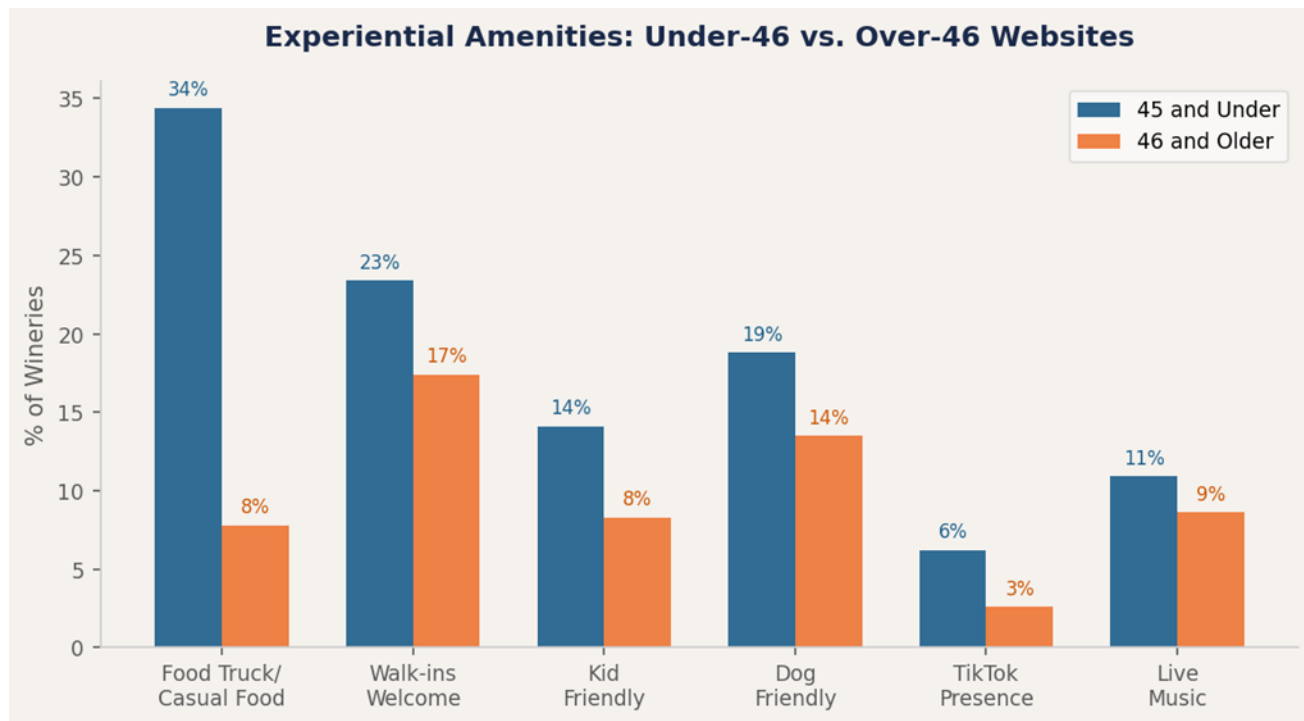
Larger wineries — with dedicated marketing teams and professional photography budgets — score younger visually than small and mid-size wineries, despite not scoring dramatically differently on content.

Size Tier	Count	Avg Composite	Avg Visual	Avg Content	% Under 46
Large	69	48.2	46.7	51.4	24.6%
Mid	194	49.7	48.6	52.0	9.3%
Small	183	49.5	48.4	51.9	12.0%

Gallo, La Crema, Chandon, Korbel — their marketing teams have invested in modern photography and clean design. Their copy still carries the same heritage vocabulary used by smaller producers. The visual transition is underway; the content transition is not.

## The Amenity Signal

Formal food pairings are more common at older-skewing wineries (5.9%) than younger-skewing ones (1.8%). TikTok presence, while rare overall at 3.1%, is nearly three times more common among under-46 websites (7.0% vs. 2.6%). The experiential choices a winery makes communicate audience intent more reliably than carefully crafted brand statements.



Clearly, county regulations and facility limitations regarding marketing events and live music may limit a winery’s options here. However, maybe not as much as one might think. In Napa Valley, it’s worth doing a deeper dive into what is allowed for a Pre-WDO (Winery Definition Ordinance) tasting room and Post-WDO



winery “marketing events”. Each region likely has its own version of these regulations. If you run a tasting room within a municipality, these regulations may not even apply.

## SECTION 5

# What the Outliers Are Doing Differently

The 57 wineries scoring 45 and underrepresent four distinct approaches. There is no single formula. What they share is intentionality.

### Herman Story Wines

*Paso Robles | Composite: 39 | Content: 38 | Visual: 40 | Gap: -2*

The most aligned younger-targeting winery in the dataset. Not a word of winery-speak anywhere. “Grab a glass.” “Damn good time.” “No appointment or formalities necessary.” Written at a sixth-grade reading level, intentionally. Russell From did not modernize a website — he built an entirely different kind of wine brand.

### Tank Garage Winery

*Napa Valley | Composite: 36 | Content: 38 | Visual: 35 | Gap: +3*

The lowest composite score in the dataset — achieved with few words. Bright, airy photography. Clean modern typography. A color palette that feels nothing like a traditional winery. The absence of language is the language.

### Knudsen Vineyards

*Willamette Valley | Composite: 43 | Content: 48 | Visual: 40 | Gap: +8*

Walk-ins welcome. Dog-friendly. Family-friendly. Casual bites. A \$35 tasting fee. “Contact us via call or text.” Knudsen’s younger signals are almost entirely policy-driven — not a reinvented brand voice, just a set of deliberate choices about who is welcome and how easy it is to show up. The Knudsen family has grown grapes in the Willamette Valley for 45 years and the site says so. But the policies say something else entirely: this place is for everyone.

### Kivelstadt Cellars

*Sonoma County | Composite: 38 | Content: 45 | Visual: 35 | Gap: +10*

“Accessible to everyone.” “No fuss.” “Hidden gem.” “Sunny patio.” Yellow, green, white, light blue. A food truck. A \$35 tasting fee. Design and language pointed at the same person — one of the more replicable models for wineries seeking a moderate shift.



## The Common Thread

Four wineries. Four different regions -- Paso Robles, Napa Valley, Willamette Valley, Sonoma County. Four different approaches. But look at what they share: clean design, bright airy photography, modern typography, the complete absence of formality, and a willingness to say what they actually mean in plain language. None of them abandoned quality. They just stopped making their website feel like a velvet rope.

### SECTION 6

## The Bridge — Already Halfway There

For most wineries, a leap to Tank Garage or Herman Story is neither realistic nor desirable. The more actionable finding: 56% of wineries have already made the visual transition without realizing it. The hardest part of the work may already be done.

### HALL Wines

*Napa Valley | Composite: 42 | Content: 55 | Visual: 35 | Gap: +20*

Photography is relaxed, natural, bright — visual score of 35 among the youngest in Napa. Then the copy: “exalted,” “unrivaled destination,” “luxurious detail.” The photography is doing everything right. The copy belongs to a different era.

### Siduri Wines

*Sonoma County | Composite: 43 | Content: 48 | Visual: 40 | Gap: +8*

“Good vibes.” “Wine nerds — the fun kind.” “Kick back and soak up the good times.” Siduri has TikTok. But the copy also carries “curated tasting,” “intimate experience,” “winemaking philosophy.” The younger voice is present. The sea of sameness is still competing with it.

### Epoch Estate Wines

*Paso Robles | Composite: 44 | Content: 50 | Visual: 40 | Gap: +10*

Live music. Family-friendly events. “We look forward to sharing this Epoch journey with y’all!” Then the pivot: “historic estate,” “legacy,” “honor the legacies.” The invitation is genuine. The vocabulary undercuts it.



## Grochau Cellars

*Willamette Valley | Composite: 43 | Content: 50 | Visual: 40 | Gap: +10*

The head of operations (their dog) is described as “sitting around and looking cute.” That’s genuine personality breaking through. But the rest of the site retreats into sustainable farming, certified sommeliers, and long-held grower partnerships. Grochau has the voice. It just may not have fully committed to it.

## Roederer Estate

*Mendocino County | Composite: 45 | Content: 55 | Visual: 40 | Gap: +15*

Beautiful outdoor seating. Warm gatherings. A casual, social visual world. Then: “intimate and elegant setting,” “meticulous craftsmanship,” “legacy of excellence.” The gap between what the photographs promise and what the words deliver is the clearest illustration of the bridge concept.

***“Closing the gap doesn’t require a rebrand. It requires deciding which version of yourself you actually want to lead with.”***



## SECTION 7

## What to Do Next

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A website refresh is not a DTC strategy. What this research surfaces is a question most wineries have not asked systematically: Who does our website actually think our customer is? For 87% of the wineries in this study, the answer is a consumer statistically closer to the end of their wine-buying years than the beginning.

The questions below are organized in two layers: three strategic questions to answer before touching anything, and six website-specific audit questions grounded in what this research found.

### Three Strategic Questions — Before Touching Anything

**1. Who do you actually want walking through your tasting room door or purchasing your wine — and is that person different from who is currently showing up?**

The distinction matters. Many wineries are attracting the customer their website targets, not the customer their business needs.

**2. What makes your experience genuinely different from the winery two miles away?**

Not your wine. Your experience. If the answer uses the words legacy, terroir, handcrafted, or world-class, keep going — those are category descriptors, not differentiators.

**3. What do you want a first-time visitor to feel in the first five seconds on your homepage?**

Not think. Not read. Feel. Aesthetic judgments are formed in as little as 50 milliseconds — before any copy is read. A brand is an EMOTION, not a thing. That answer is the right brief for any photography or redesign conversation.

### Six Website-Specific Questions — The Audit

**1. What is this homepage designed to make a visitor do?**

For most wineries, a website serves three purposes in order: encourage a physical visit, drive an online purchase, and share brand information. Every design decision should be evaluated against that priority sequence. If your homepage doesn't have a clear primary action, it isn't a strategy. It's a digital brochure.

**2. Read your homepage copy out loud. Does it sound like a person talking, or a category description?**

If you could swap it with three other winery websites and nobody would notice, it's the second one. The sea of sameness is not a style choice — it's what happens when nobody has been given the time or the brief to write something that sounds like your winery.

**3. Look at your homepage photography. Who is in the images — and how old are they?**

If the answer is "mostly vineyards and bottles" or "couples in their 50s," the visual is making a targeting decision you may not have consciously made. When Sequoia Grove rebuilt its website in 2021, a conscious decision was made to hire a professional photographer, videographer, and models in their 30s and 40s from diverse backgrounds. The shoot took a full day — but it transformed the visual signal the site sent to every visitor. Larger brands score younger visually before they score younger on content for exactly this reason: they have the budget for a professional photo shoot. Their copy still skews older because that work



falls to junior marketing staff with limited copywriting experience. The visual investment happens. The content investment doesn't follow.

#### **4. What does your tasting fee, your booking policy, and your visit experience communicate about who is welcome here — before a visitor reads a single word of copy?**

Policies are brand statements. A \$150 tasting fee with a required reservation and formal food pairing tells a visitor exactly who this experience is designed for. That may be right for your business — but it should be a conscious choice, not an inherited one. Not a single winery charging \$75–\$100 for tastings scored as targeting a younger consumer.

#### **5. Where does a first-time visitor go after your homepage — and did you design that path, or did it happen by default?**

Homepage navigation is the most consequential design decision on a winery website, and the one most often made by committee rather than intent. The sequence from homepage to visit booking should be deliberate.

#### **6. What is the very first thing a visitor experiences when they land on your homepage?**

Before your photography loads. Before your headline registers. For a significant number of winery websites, the answer is: an age gate, immediately followed by a cookie consent banner, immediately followed by a newsletter popup. Three friction events before the visitor has seen a single image. Age verification and cookie consent can be combined into a single clean interaction. Newsletter popups should be triggered by demonstrated intent — visiting a specific page, spending meaningful time on the site — not by the act of arriving. The website experience is the first expression of your hospitality. Most wineries think carefully about what happens when a guest walks through the door. Fewer think carefully about what happens in the ten seconds before they decide whether to walk through at all.

### **The Difference Between a Rebrand and a Recalibration**

The bridge wineries in Section 6 show that meaningful progress does not require a full brand overhaul. In most cases, the visual foundation is already more contemporary than the written voice. Closing that gap is a content and strategy exercise, not a design project. This is a strategy conversation before it is a design conversation.

***The Marketing Director/VP who has been pushing for change often already knows the answer. This research was built, in part, to give them something to put on the table.***



# Appendix A: Methodology

## What This Study Measures

The Winery Age Score is a measure of marketing voice and experiential positioning — an estimate of the approximate age of the consumer a winery’s website appears designed to attract. It is not a measure of wine quality, business performance, or the actual age of a winery’s current customers.

***A website doesn't have an age, per se. What it has is a voice, a visual identity, and a set of signals — each one a choice, intentional or not, about who belongs here. This analysis reads those signals systematically and translates them into a single number. The number is a judgment, not an empirical measurement.***

Scores are expressed on a 35–65 age scale, where 35 represents the youngest wine country visitor and 65 represents an allocation-focused collector. I intentionally bracketed the ages to avoid a few outliers that skew younger or older. This means that an outlier that scores 30 will be pushed up to 35. Likewise, an outlier that scores 80 will be pushed down to 65. For much of this report, I’m focused on whether the website attracts consumers 45 and younger (Millennial + GenZ) or 46 and older (GenX + Boomers). In my assessment, I feel like the composite website age scores may lean slightly younger than they actually are, but I do think they rank-order well. If true, this provides more credibility for the findings, not less.

## Three Score Components

Component	Weight	Source
Content Age Score	35% (sliding)	Website text, vocabulary, structural signals, CSS theme
Visual Age Score	65% (sliding)	Homepage screenshot analyzed by GPT-4o vision model
Composite Score	Blended	Weighted combination, clamped to 35–65 scale

## Why Visual Always Leads

The visual score carries a minimum weight of 65% — grounded in research by Dr. Gitte Lindgaard et al. (2006), who demonstrated that website visitors form aesthetic judgments in as little as 50 milliseconds, before any conscious reading begins. (Behaviour & Information Technology, 25(2), 115–126.)

The parallel is immediate for anyone in the wine industry: a consumer scanning a retail shelf makes a reach-or-pass decision in roughly the same timeframe. The label either stops them or it doesn’t. No amount of back-label copy matters if the front label doesn’t earn the pickup. This is also why the content-visual gap is the most actionable finding in this research. Words can be rewritten in a day. Visual identity takes longer. Knowing which half of your website is already working is the first step toward closing the gap efficiently.



## The Sliding Weight System

Word Count	Visual Weight	Content Weight
Under 300 words	80%	20%
300–1,000 words	70%	30%
Over 1,000 words	65%	35%

A winery scoring 60 with zero words of content is not a data gap — it is a correct output. If you have to explain the story, you probably can't afford the wine. The system treats intentional restraint as a signal, not a void.

### Calibration

The methodology uses content-derived calibration. Fifteen reference wineries — five clearly younger-targeting, five middle-ground, five clearly older-targeting — were compared by GPT-4o in a single structured prompt. The model ranked all 15 based purely on what their content communicates, then assigned derived anchor scores used in all subsequent scoring.

### Known Limitations

- **Subjectivity is inherent.** This is a structured analysis, not an empirical measurement.
- **The visual analysis is based on a single above-the-fold screenshot.** One viewport-width image captures what a visitor sees before scrolling — not a full-page scroll capture. Carousel and video homepages may have been captured mid-transition.
- **JavaScript age gates block text scraping.** Some wineries returned minimal text. Visual scores carry proportionally more weight for these sites.
- **Intentional minimalism is treated differently from thin content.** Prestige wineries using deliberate restraint are scored on visual signals.

*A note on named wineries: wineries are identified as examples of particular patterns — both positive and areas of opportunity. The intent is to illustrate industry-wide trends, not to reward or criticize individual wineries.*



## Appendix B: Methodology Reference

### A. Content Age Calibration Reference Wineries

Scores derived through comparative content analysis, not demographic data.

Tier	Winery	Region	Derived Score
Younger	Tank Garage Winery	Napa Valley	35
	Kivelstadt Cellars	Sonoma County	38
	Ashes & Diamonds	Napa Valley	40
	Chandon	Napa Valley	42
	Cline Family Cellars	Sonoma County	45
Middle	V. Sattui Winery	Napa Valley	47
	Frog's Leap	Napa Valley	49
	Sequoia Grove Winery	Napa Valley	51
	Dry Creek Vineyard	Sonoma County	53
	Jordan Vineyard & Winery	Sonoma County	55
Older	Opus One	Napa Valley	58
	Harlan Estate	Napa Valley	60
	Darioush	Napa Valley	62
	Kistler Vineyards	Sonoma County	63
	Paul Hobbs Winery	Sonoma County	65

### B. Scoring Signal Categories

- **Policy signals:** Walk-ins welcome, dog-friendly, kid-friendly, picnic area, food truck, live music, formal pairing
- **Vocabulary signals:** Older-skewing (legacy, terroir, allocation, bespoke) vs. younger-skewing (fun, approachable, casual, vibe)
- **Pricing signals:** Tasting fee min and max, price visibility on site
- **Social media:** Instagram, Facebook, TikTok detected from site
- **Structural signals:** Founding year, ownership type, reading level (Flesch-Kincaid), use of contractions/emoji/exclamation points
- **Absence signals:** Missing FAQ, blog, events page, visit page, social links



- **Visual signals:** People visible and their ages/dress, photography style, color palette, typography, overall vibe — single above-the-fold homepage screenshot

### C. References

- “The Top 10 Wine Business Stories of 2004.” (2005). Wine Business Monthly, “Targeting Millennial Consumers.” <https://www.winebusiness.com/wbm/article/36272>
- Hall, T. (2026, March 15). Napa Valley’s Sea of Sameness: Why Its Wine Brands are Drowning. [Substack]. <https://ted241.substack.com/p/napa-valleys-sea-of-sameness>
- Lindgaard, G., Fernandes, G., Dudek, C., & Brown, J. (2006). Attention web designers: You have 50 milliseconds to make a good first impression. *Behaviour & Information Technology*, 25(2), 115–126.

### D. Excluded Wineries

Several wineries were attempted and excluded due to robots.txt restrictions, Cloudflare/WAF blocks, scraping timeouts, or SSL errors. Exclusions reflect technical constraints, not editorial judgment.



## About Old Vine Marketing

Old Vine Marketing is a direct marketing consultancy built specifically for wineries. Founded in 2006 and based in Napa, California, the firm helps wineries grow direct-to-consumer revenue through the channels that matter most — wine clubs, tasting room conversion, email and CRM, customer segmentation, and, increasingly, machine learning and artificial intelligence. The practice is named for the kind of vines we admire: older, experienced, more concentrated in what they produce. Our engagements look the same — fewer clients, deeper work, and a long view on the relationship between a winery and its customers. Learn more about Old Vine Marketing at <https://oldvinemarketing.com>.

## About Steve Bowden

Steve Bowden is the Principal of Old Vine Marketing. He brings a rare combination to the wine industry: an MBA paired with a Master of Science in Analytics and Statistics, and more than two decades of operator-level experience running direct-to-consumer programs for working wineries — not just consulting on them. Most recently, Steve served as Senior Vice President of DTC Analytics and Strategy at French American Vintners overseeing the performance of Sequoia Grove Winery in Napa, St. Francis Vineyards & Winery in Sonoma and Résonance in Willamette Valley. Steve spent 12 years as Vice President of Sales and Marketing at Sequoia Grove Winery in Rutherford (with a Composite Score of 47 and a Modern Classic rating in this report), with earlier director-level roles in customer relationship marketing at Robert Mondavi Winery and The Hess Collection. Prior to joining the wine industry, Steve led a team of programmers, project managers and statisticians responsible for credit, collections and fraud detection strategy at Sprint Corporation (now T-Mobile) in Kansas City.

The combination of a winemaker's creativity, a marketer's instinct, and a statistician's comfort with data is what shapes the research behind reports like this one. Steve can be reached through LinkedIn ([linkedin.com/in/stevenjbowden](https://www.linkedin.com/in/stevenjbowden)) or via email at [steve@oldvinemarketing.com](mailto:steve@oldvinemarketing.com).

Data file: results.csv (446 wineries)

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