

# The 2026 Winery GEO Readiness Report

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

## ARE WINERY WEBSITES READY FOR AI SEARCH?



**OLD VINE** MARKETING

Steve Bowden

[oldvinemarketing.com](http://oldvinemarketing.com)

May 2026



## Executive Summary

---

Generative Engine Optimization — GEO — is the new discipline of making sure your website is the kind of content that AI models cite when consumers ask them questions. It is to 2026 what SEO was to 2006.

**And the winery industry is, on average, not ready.**

We scored 446 winery websites across Napa Valley, Sonoma County, Willamette Valley, Paso Robles, Mendocino County, and Lodi against a 100-point rubric. The rubric checks for a blog, an FAQ, food pairing content, visit planning content, wine education, overall content depth, and, most importantly, whether the site actually answers 23 region-specific consumer questions about visiting, learning about, and buying wine.

### A note on framing

We score wineries on a maturity scale, not a leaderboard. The top tier in this report is called "Strong Foundation" rather than "GEO Leader." That naming is deliberate. The 23-question test we use is itself a small slice of the questions consumers actually ask. A score of 100 reflects a strong baseline — not AI-search dominance. Even the leading wineries in this dataset have meaningful room to grow.

### The headline findings

- **57% of wineries are in the "Minimal" or "Absent" tiers** — not yet meaningfully visible to AI search.
- **Only 13% reach "Strong Foundation" (90+);** only 19% reach "Building" or above (75+).
- **35% of wineries answer zero of the 23 region-specific consumer questions** we tested. Only 17% answer 5 or more.
- **Only 36% of wineries publish a real blog** (5+ posts discovered via XML sitemap). The other 64% have either no blog or a symbolic one.
- **13% of wineries — 58 sites — scored a flat zero.** Their websites are discoverable to a consumer with a bookmark, but effectively invisible to AI search.
- The top tier publishes more, period. **Strong Foundation wineries average 43 blog posts and answer an average of 8 consumer questions.** The rest of the industry averages 8 posts and 1 question.

### What this report gives you

A benchmark for where your website sits today, the content categories where the industry is most exposed, and a concrete 90-day roadmap for closing the gap. **The top performers in this dataset are not outspending the rest of the industry. They are out-publishing it.** That is a gap any winery with a content plan and six months can close.



## Why GEO Matters Now

---

Consumer search behavior is migrating - fast. When a wine-country visitor in 2016 asked "best wineries to visit in Sonoma," they typed it into Google and clicked a ranked list of ten blue links. The same consumer in 2026 is increasingly asking ChatGPT, Perplexity, Google's AI overview, Claude, or a voice assistant, and getting a synthesized paragraph answer instead of a list.

The implication is structural. A list of ten links rewarded any winery that could earn a click. A synthesized paragraph rewards the three or four wineries whose content actually fed the answer. The rest are not on page two. They are nowhere.

### What "feeding the answer" actually means

AI models are trained, and continuously re-trained, on content scraped from the open web. When a consumer asks a question, the model draws on every document it has ever ingested that appears relevant. The documents that appear relevant are the ones that directly address the question in natural language.

In practical terms:

- A site that says, "Book a tasting" on a reservation page does not answer "do I need reservations to visit wine country?". A model cannot tell from a call-to-action button that reservations are required, preferred, or optional.
- A page that says, "Cabernet Sauvignon, Merlot, Petit Verdot" in a varietal list does not answer "what wine is Napa known for?". There is no sentence asserting the relationship.
- A site that has a wine club signup form but no prose explaining why membership is worth it is not answering "is a wine club worth joining?". A prospect reading the model's answer will hear about three other clubs that did explain themselves.

***The winery that appears in a consumer's AI answer in 2026 is the winery that wrote down what they know. The winery that doesn't is the winery that assumed the consumer would figure it out on their own.***



## The Headline Numbers

### How we scored each site

Each of the 446 winery websites was scraped via its public homepage, key navigation pages (about, visit, tasting, FAQ, wine club), and up to 50 blog posts discovered through the site's XML sitemap. Blog discovery is tiered: we look first for primary editorial content (blog, journal, newsletter, news, post, article, or editorial), and fall back to secondary content (stories, insights, recipes) only when the primary channels aren't found. Event listings are rejected outright as time sensitive.

The combined text was scored against the rubric below.

Signal	Points	How we detect it
FAQ page exists	10	URL or heading containing 'FAQ' or 'questions'
Blog / journal with 5+ posts	15	Tier-1 editorial posts via sitemap or URL
Food pairing content	10	Pairing terms in site copy
Visit planning content	10	Hours, reservations, directions
Wine education content	15	Varietal, terroir, AVA discussion
Answers 5+ of 23 region-specific questions	20	Region-tailored keyword match
Total site word count exceeds 3,000	20	Combined text across all scraped pages
Total possible	100	

### Where the industry sits

**41 / 100**

Industry average GEO score

*Across 446 wineries, six regions*



### Tier distribution

We group scores into six maturity tiers rather than rank wineries head-to-head. The names describe how prepared each site is for AI-driven search — from "Absent" (no discoverable content) to "Strong Foundation" (the baseline a serious GEO program looks like).

Tier	Score Range	Count	% of Industry	What it means
Strong Foundation	90 – 100	60	13.5%	Real publishing program
Building	75 – 89	26	5.8%	Most pieces in place
Early Stages	60 – 74	58	13.0%	Has the basics
Behind	40 – 59	56	12.6%	Several gaps
Minimal	1 – 39	191	42.8%	Homepage-plus, no substance
Absent	0	55	12.3%	No discoverable content

**The headline takeaway: 55% of winery websites are in the Minimal or Absent tiers. Just under 1 in 5 sites have reached the Building or Strong Foundation tiers — meaning the vast majority of the industry has work to do before AI search engines can reliably surface them.**

### The question-answering gap

This is the single most important data point in the report. We asked whether each winery's site contains language that would plausibly be cited by an AI model answering one of 23 consumer questions tailored to that winery's region. On average, a winery answers 2.2 of them.

How many questions a winery answers	Count	% of Industry
0 of 23	153	34.3%
1 – 4	215	48.2%
5 – 9	64	14.3%
10 or more	14	3.2%

***Put differently: for every consumer who asks an AI a question about visiting, learning about, or buying wine, the AI is drawing its answer from the 17% of the industry that has bothered to write 5 or more answers down.***



## Regional Rankings

The regional picture shows clear separation. Sonoma leads on both average score and content depth. Mendocino is the most exposed. Napa is the most bifurcated story in the dataset.

Region	Count	Avg Score	Avg Q's	Strong Foundation	Minimal/Absent
Sonoma County	105	48.9	3.2	19%	44%
Napa Valley	106	43.3	2.3	13%	48%
Willamette Valley	99	38.2	2.0	13%	62%
Paso Robles	65	38.9	1.9	14%	59%
Lodi	31	37.9	1.9	6%	55%
Mendocino County	40	23.4	1.2	5%	82%

### Reading the regions

**Sonoma County** leads the industry on average GEO readiness (48.9). Nearly one in five Sonoma wineries reaches the Strong Foundation tier. The region also shows the highest median word count (3,286), meaning the typical Sonoma site is substantively larger than the typical Napa site. Sonoma's culture of storytelling — family histories, sustainability narratives, grower relationships — translates directly into the kind of prose AI models cite.

**Napa Valley** sits roughly at the industry average for both Strong Foundation (13%) and zero-scorers (14%). Napa's zero-scorer rate is actively poor for a region of its visibility. The cult-winery aesthetic — a single hero photograph, an allocation waitlist, a few sentences of copy — signals exclusivity to a collector but signals "nothing to cite" to a language model. A region this prominent should be over-indexing on content depth, not matching the industry average.

**Willamette Valley** punches above its weight at the top (13% Strong Foundation) and has the lowest share of zero-scorers of any region (8%). The middle of the Willamette pack is thin, however: 53 of the region's 99 wineries are in the Minimal tier, suggesting a long tail of small producers with limited web content. The top is healthy; the body of the distribution has work to do.

**Paso Robles** is the most evenly split region in the dataset — 14% Strong Foundation and 14% zero-scorers, exactly mirroring each other. Paso's top performers are also the most content-efficient in the dataset; Shale Oak Winery, a modestly sized producer, has 55,000 words on its site and 43 blog posts, rivaling much larger Napa brands.



**Lodi** has a top-light, bottom-heavy shape: only 6% reach Strong Foundation while 16% scored zero. Lodi's direct-to-consumer opportunity is large, and the GEO runway to capture it is wide open — there's room for a regional leader to emerge.

**Mendocino County** is the most exposed region in the study by every measure that matters. Just 5% reach Strong Foundation, while 22.5% scored zero — the highest zero rate of any region by a wide margin. 82% of Mendocino wineries are in Minimal or Absent. Median site word count is 1,193 — roughly the length of one blog post. For a region that sells a rugged, authentic, small-producer story, this is a miss: that story needs to be written down somewhere the AI can read it.

## What Consumers Are Actually Asking

We tested each site against 23 questions derived from Google's "People Also Ask" boxes and from real questions clients have fielded at their tasting rooms. Each question is tailored to the winery's region. A Lodi winery is tested against Zinfandel pairing questions, a Napa winery against Cabernet pairing questions, and so on. The questions fall into four categories.

Category	Avg coverage per question	Takeaway
Wine Education	20.8%	Best-covered category; varietal, region, and AVA pages do most of the work
Food & Pairing	9.5%	Region-specific varietal pairing is decent; pairing fundamentals barely covered
Buying & Wine Clubs	8.2%	Club value gets attention; cancellation, shipping, and pricing rarely do
Visit Planning	2.9%	The biggest gap: most wineries have visit pages that don't actually answer visit questions

### The visit planning paradox

63% of winery websites have a visit planning page. Only 16% answer any of the visit-planning questions consumers ask. That gap is the single most actionable finding in this report.

A typical winery visit page tells you the hours, the address, and a "book now" button. The AI-era consumer wants to know whether kids are welcome, whether they can picnic on the lawn, whether they should hire a driver, what to wear, what time of year is best, and how many wineries they can fit in a day. Those are the questions a prospect asks at the dinner table three weeks before their trip — and they're the questions a winery answering them in plain prose will win.



## Where content exists vs. what it actually answers

The industry-wide signal prevalence looks encouraging on the surface:

What the content should answer	% of sites with this content	% actually answering its questions	The gap
Visit Planning Questions	63%	17%	46 pts
Wine Club Questions	60%	31%	29 pts
Wine Education Questions	69%	56%	13 pts
Food & Pairing Questions	30%	23%	7 pts

The drop-off from "signal present" to "actually answers the question" is a major finding. Having a visit page does not mean answering visit questions. Having a wine club page does not mean explaining why membership is worth it. The content categories are boxes most wineries check. The content within them is the work most wineries skip.

## What the Top Tier Does Differently

Sixty wineries (13.5%) reached the Strong Foundation tier — a score of 90 or higher. They are a mix of large luxury brands, mid-sized estates, and small family producers. They span all six regions. They share one habit.

***They publish. The Strong Foundation tier averages 43 blog posts per site and answers 8 of the 23 consumer questions. The rest of the industry averages 8 posts and answers 1 question.***

### The 36 wineries that scored a perfect 100.

A subset of the Strong Foundation tier scored a perfect 100 on our rubric. They are listed below in order of total content depth. These are the sites doing the most thorough job of content publishing — and the names worth studying if you're rebuilding your own program.

Winery	Region	Word count	Blog posts
Donelan Family Wines *	Sonoma County	526,808	46
Chalk Hill Estate	Sonoma County	79,035	38



Winery	Region	Word count	Blog posts
Davis Estates	Napa Valley	63,217	50
Brooks Wine	Willamette Valley	55,395	49
Shale Oak Winery	Paso Robles	54,876	43
Etude Wines	Napa Valley	52,182	50
Austin Hope Winery	Paso Robles	49,526	49
V. Sattui Winery	Napa Valley	48,881	45
MacRostie Winery & Vineyards	Sonoma County	46,065	50
Sequoia Grove Winery	Napa Valley	45,915	50
JUSTIN Vineyards & Winery	Paso Robles	43,842	48
Baldacci Family Vineyards	Napa Valley	40,321	50
Iron Horse Vineyards	Sonoma County	38,058	49
Balletto Vineyards	Sonoma County	35,435	50
Mumm Napa	Napa Valley	34,981	50
Cehalem Winery	Willamette Valley	33,990	50
Castello di Amorosa	Napa Valley	33,859	50
King Estate Winery	Willamette Valley	32,358	50
Louis M. Martini Winery	Napa Valley	30,222	50
Halter Ranch Vineyard	Paso Robles	29,962	47
Knudsen Vineyards	Willamette Valley	29,663	50
Seghesio Family Vineyards	Sonoma County	28,915	41
Gary Farrell Vineyards & Winery	Sonoma County	27,779	50
Pine Ridge Vineyards	Napa Valley	25,716	33
Archery Summit	Willamette Valley	25,340	34
Jordan Vineyard & Winery	Sonoma County	24,730	50
Dry Creek Vineyard	Sonoma County	23,490	49
Markham Vineyards	Napa Valley	23,114	26



Winery	Region	Word count	Blog posts
Dutton-Goldfield Winery	Sonoma County	22,484	49
Three Sticks Wines	Sonoma County	20,977	50
Ledson Winery & Vineyards	Sonoma County	20,853	31
Et Fille Wines	Willamette Valley	19,596	29
Silverado Vineyards	Napa Valley	19,508	39
Trentadue Winery	Sonoma County	18,302	23
Stoller Family Estate	Willamette Valley	13,838	49
Benziger Family Winery	Sonoma County	10,900	45

\* *Donelan Family Wines' unusually high word count is inflated by hidden content — their blog posts include a collapsed tasting-notes library that doesn't display on the page but lives in the underlying HTML. AI crawlers read that content the same way our scraper does, so the count is real from a GEO standpoint, but the winery's published editorial output is closer to the median of the perfect scorers.*

### Three patterns worth copying.

- 1. They treat the website as a publishing platform, not a brochure.** Davis Estates, Brooks Wine, Balletto, and Mumm Napa all maintain active editorial programs with harvest notes, winemaker voices, recipe features, and AVA storytelling. Of the 36 perfect scorers, 25 have 45 or more blog posts on their site. A page published in 2022 is still feeding answers in 2026.
- 2. They write in plain prose, not in taglines.** The highest-scoring pages are the ones that use complete sentences to make assertions — "Our estate is planted to Cabernet Sauvignon, Merlot, and Petit Verdot on three soil types..." — rather than layout-driven single-word labels. Taglines look great in print. AI models ignore them.
- 3. They answer the boring questions in public.** Jordan's site directly answers whether you need a reservation, whether children are welcome, what's included in the tour, and what the tasting costs. Castello di Amorosa does something similar for families. That kind of transparent, prose-based Q&A is exactly what AI models cite. Most wineries reserve that information for a concierge email.



### Why this list isn't about budget.

Austin Hope, JUSTIN, Halter Ranch, and Shale Oak are all Paso Robles mid-sized producers. Balletto is a mid-sized Sonoma family winery. Donelan and Trentadue are family owned. Brooks Wine is a small biodynamic Willamette producer. Et Fille and Knudsen are small Willamette family wineries. Several of these are running their GEO programs with a single marketing hire and a motivated winemaker willing to write. The content gap between these top performers and the rest of the industry is not a budget gap. It is a publishing-discipline gap.

## The Five Content Gaps You Can Close This Quarter

---

The data points to five specific gaps where the industry is most exposed. These are ordered by impact-to-effort — the fastest wins first.

### Gap 1: A real FAQ page

Only 26% of wineries publish an FAQ page. FAQ pages are rocket fuel for AI answers because the question-and-answer structure exactly matches how language models retrieve content. **A 20-question FAQ** — reservations, tasting duration, dress code, kids, picnics, transportation, wine club, shipping, pets, groups — **can move a site's GEO score by 20 to 30 points on its own.**

**Effort:** one afternoon to draft, one page to publish. Impact: immediate.

### Gap 2: Visit-planning questions in prose

63% of wineries have a visit page **but only 17% answer any visit questions.** The fix is not a new page — it is rewriting the page you already have so it contains sentences instead of taglines. "Walk-ins welcome Thursday through Monday; reservations recommended on weekends" is citable. A calendar-picker widget is not.

**Effort:** one day of writing, one round of revisions with your tasting room manager. Impact: closes your single biggest category gap.

### Gap 3: A pairing library

30% of wineries publish food-pairing content. **This is the single easiest category to dominate.** For each wine in your lineup, write a 300-word pairing post: what it pairs with, why, a recipe or restaurant suggestion, a note about serving temperature. Twelve wines equals twelve posts equals 3,600 new searchable words — and a measurable GEO lift.

**Effort:** one winemaker interview plus a writer. Impact: compounds over years.



#### Gap 4: A club explainer that actually explains.

31% of wineries answer, "is a wine club worth it?". That leaves 69% who haven't answered this explicitly and simply assume the consumer knows the answer. A club page that explains the tiers, the shipment frequency, the cancellation policy, the member perks, and — critically — **makes the value case in prose** is the single highest-impact page for DTC revenue. Both consumers and AI models need it.

**Effort:** one week to rewrite and benchmark against three top-performing club pages. Impact: both DTC conversion and GEO.

#### Gap 5: A publishing cadence, not just a blog

38% of wineries have a blog (5+ posts discovered via sitemap or URL). The remaining 62% either have no blog at all or a symbolic one with a few stale posts. Of the 60 wineries in the Strong Foundation tier, every single one has an active publishing program — most with 45+ posts on the site. A realistic small-winery target is one post per month — twelve posts a year, compounding across years. Harvest reports, vineyard updates, recipe pairings, winemaker interviews, staff profiles, AVA deep dives. **The format doesn't matter; the cadence does.**

**Effort:** one hour of writing per month, plus a decision to commit. Impact: the difference between the Strong Foundation tier and the rest of the industry.

## Your 90-Day GEO Roadmap

---

A concrete plan for a winery GM or marketing director. Each phase builds on the last. No phase requires a new agency relationship, a website rebuild, or a budget line your CFO will block.

### Days 1 – 30: Audit and foundation

1. Run your own site through the 23-question test in the Appendix. Note your score and the gaps.
2. Publish an FAQ page with 15 to 20 questions drawn from your tasting room's most-asked list. This alone can move your score 15 to 25 points.
3. Rewrite your visit page in prose. Pretend you are writing a letter to a first-time visitor. Answer: reservation policy, what to expect, how long, cost, kids, picnics, transportation, accessibility, parking.
4. Draft a one-page content calendar for the next 90 days — what you will publish, when, and who will write each piece.



### **Days 31 – 60: The content library**

5. Publish three 500-word pairing posts — one per flagship wine. Use a simple template: the wine, two ideal pairings, one aspirational pairing, a recipe or restaurant note.
6. Rewrite your wine club page to explicitly answer: tiers, pricing, shipment frequency, cancellation policy, benefits, how to join, how to leave.
7. Publish one "about our vineyard" piece — 800 words on varietals, soils, farming practices, and the AVA you sit in. This is the foundational wine-education asset that gets cited every time a consumer asks about your region.

### **Days 61 – 90: The publishing habit**

8. Commit to one blog post per month. Calendar it. Assign it. Harvest season, release notes, a member profile, a recipe, a winemaker Q&A — it doesn't matter as long as it ships.
9. Add structured data (Schema.org markup for LocalBusiness, Product, and FAQ) to the pages you just built. This is a 30-minute developer task that helps both AI and traditional search.
10. Re-run your site through the 23-question test. Measure the movement. Most wineries who complete this roadmap move from the Minimal tier into the Early Stages or Building tiers in a single quarter.

***This won't guarantee you're cited in AI searches overnight. It gets you in the game. There are no silver bullets — great execution is what gets you noticed.***



## Appendix A: Methodology

---

### The sample

446 winery websites, drawn from public directories and industry listings across six U.S. wine regions. Regional counts: Napa Valley (106), Sonoma County (105), Willamette Valley (99), Paso Robles (65), Mendocino County (40), Lodi (31). Same winery population as the companion Winery Website Age Report.

### The scrape

For each winery we scraped the homepage, about page, visit/tasting pages, FAQ, wine club page, and up to 50 editorial posts discovered through the site's public XML sitemap or obvious URL slugs. Blog discovery uses a tiered priority system:

- Tier 1 — primary editorial: blog, journal, newsletter, news, post, article, editorial. Posts are filled in this priority order.
- Tier 2 — supplementary: stories, insights, recipes. Used only after Tier 1 content is exhausted.
- Rejected outright: events (time-sensitive), taxonomies (tag pages, author archives), and non-HTML files.

JavaScript-rendered single-page applications are re-scraped with headless Chrome to capture client-rendered content.

### Region-specific scoring

Each winery is scored against its own region's question set. A Lodi winery isn't penalized for not using "Napa Cab" or "Stags Leap" terminology, and a Willamette winery isn't penalized for not discussing Cabernet Sauvignon. The 23 question slots are tailored per region — varietal pairings, sub-region/AVA names, regional comparisons, and local attractions all reflect what's actually relevant where the winery sits.

### The scoring rubric

The 100-point rubric is deliberately simple and transparent. Points are awarded for content-category signals (FAQ, blog, pairing, visit, education), total content depth, and question-answering coverage. A question is considered "answered" if at least 3 topical keywords appear anywhere in the combined site text. This is a conservative detection method — real coverage is likely marginally higher than our scores suggest.



### **Known caveats.**

- Keyword matching, not semantic matching. A site saying "book a wine tasting" won't match the phrase "book a tasting" exactly. Conservative detection method.
- Blog posts capped at 50 per site. Sites like St. Supery (288 posts) and Jordan (500+) are under-represented in word count but still get full blog credit.
- A handful of wineries (Cakebread, Sterling, Robert Mondavi, Beringer, others) were excluded per robots.txt or Terms of Service. The 446 count is after exclusions.
- Hidden-widget content is counted. Some sites include content in popups, collapsed panels, or expand-on-click sections that don't display on screen but exist in the HTML. AI crawlers ingest this content the same way we do, so we've left these counts as-is — but it can inflate word counts on a small number of sites (Donelan Family Wines is the most notable example).



## Appendix B: The 23 Consumer Questions

---

Each of these question slots is tailored to the winery's region. A Lodi winery is asked about Zinfandel pairings; a Willamette winery is asked about Pinot Noir pairings; a Paso Robles winery is asked about Cabernet pairings. The categories and slot positions are constant across regions.

### Visit Planning (9 questions)

- Do I need reservations to visit wineries?
- What is the best time of year to visit?
- How many wineries can you visit in one day?
- How much does a wine tasting cost?
- What should I wear to a winery?
- What is there to do besides wine tasting? (region-specific attractions)
- Should I hire a driver or take a tour?
- Are kids welcome at wineries?
- Can I bring food or have a picnic at a winery?

### Wine Education (6 questions)

- What wine is this region most known for? (regional signature varietal)
- How does this region differ from neighboring ones? (regional comparison)
- What are the sub-regions or AVAs? (region-specific AVA names)
- What does wine tasting etiquette look like for beginners?
- What does "reserve" mean on a wine label?
- How do I read a wine label?

### Food & Pairing (4 questions)

- What food pairs well with the region's flagship varietal?
- What food pairs well with Chardonnay?
- Do wineries serve food with their tastings?
- What are the basic rules for pairing wine with food?

### Buying & Wine Clubs (4 questions)

- Is it worth joining a winery wine club?
- Can I ship wine home from wine country?



- Is wine cheaper at the winery or at a retail store?
- What should I know before joining a wine club?

*A site that answers most of these questions in prose will land in the Strong Foundation tier. A site that answers 5 or 6 will clear the Building tier. Start with the visit-planning block — it's the biggest industry-wide gap and the easiest to close.*



## OLD VINE MARKETING

### 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 (one of the 36 perfect-scoring wineries 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)

Published May 2026