

MERRYVALE FAMILY OF WINES

RENÉ SCHLATTER

Proprietor & CEO



René Schlatter proudly upholds his family's integrity and commitment to excellence in his role as Proprietor & CEO of Merryvale Family of Wines. A native of Switzerland, René came to the U.S. in 1987, completing his Bachelor of Science Degree in Business Administration at Trinity University in San Antonio, Texas in 1991.

After graduating, René traveled to Italy where he spent three months in Florence learning the language. He then worked for three years in Berlin, Germany, in the textile industry where he traveled extensively in Eastern Europe. René helped expand the customer base, increase sales and implemented marketing strategies to target new customers.

In 1994, René returned to the U.S. to pursue a graduate degree, earning a Master's Degree from Arizona's Thunderbird Graduate School of International Management. Upon completion of this program, he joined the family business at Merryvale Vineyards in October of 1995.

For the past 25 years, he has made significant contributions in Merryvale's sales management, marketing, finance and grape grower relations. During his tenure, René and his family have invested in two estate vineyard properties. The first in 1996, which is home to 25 acres of ultra-premium Cabernet Sauvignon, Petit Verdot and Cabernet Franc and located in the eastern hills above the city of St. Helena. In 2005, they acquired the second estate vineyard with 40+ acres planted to Chardonnay, Pinot Noir and Syrah on the Napa side of the Carneros AVA. Both estate vineyards are Certified Napa Green and farmed to the highest standards using sustainable viticulture practices.

As a result of these accomplishments under René's leadership, Wine Enthusiast Magazine nominated him as **Person of the Year** for their **Annual Wine Star Awards** with these comments: *"Since 2008, the president of Napa's Merryvale Vineyards has pioneered green initiatives while preserving the winery's family legacy and excellence in producing Cabernet Sauvignon and Chardonnay."*

René and his family are very committed to protecting and preserving the Napa Valley for future generations. Merryvale's estate vineyards have been Napa Green Land certified since 2007. Both René and his wife Laurence are actively involved in the community of St. Helena, where they live with their three daughters.