



Heidi Scheid, Executive VP PERSON OF THE YEAR

Selected as Person of the Year by *Wine Enthusiast Magazine* for their prestigious Wine Star Awards, Heidi is being recognized for her remarkable contributions to Scheid Family Wines (SFW) and the advancement of the wine industry. Heidi epitomizes the company's values of courage, hard work, excellence, respect, honesty, continuous improvement and innovation.

★ Heidi has been a key leader in Scheid Family Wines' evolution from a grape grower to a grapes-to-glass wine business for the global marketplace. In less than ten years, sales have grown from 4,000 to 600,000 cases, with a portfolio of wines that is sold throughout the U.S. and 20 countries.

★ 100% of SFW's 12 estate vineyards are sustainably certified and its winery is 100% powered by renewable wind energy. With Heidi championing these efforts and more, SFW recently announced its first organically certified vineyard and has committed to transitioning all of its vineyards to organic by 2025.

★ In June 2020, Sunny with a Chance of Flowers, a zero sugar, low calorie, low alcohol wine, was launched and marks SFW's entry into the burgeoning "Better for You" category. Sunny is the only wine that states zero sugar on its eye-catching label and aims to offer transparency in labeling to the consumer.



"Heidi Scheid has applied sophisticated market research to help her midsize winery achieve responsible and dynamic growth while aspiring to core values of organic certification and creative new product development. Scheid Family Wines has become a template for California for good vineyard, marketing and people practices because of Heidi's leadership," remarked Editor and Publisher of *Wine Enthusiast Magazine*, Adam M. Strum.

Heidi is currently Chair of the Wine Market Council and has been a Director since 1996. She served on the board of California Association of Winegrape Growers for nine years, including two years as Chair.

About Scheid Family Wines

Scheid Family Wines is a family-owned, estate-driven wine company founded in 1972. With 4,000 acres of sustainably certified vineyards located in Monterey County, California, and an innovative luxury level winery, Scheid Family Wines is fully integrated to bring high quality estate grown wines to the marketplace. Scheid's winery and bottling operations are powered by 100% renewable wind energy generated by a 396-foot tall wind turbine, which also supplies energy to many homes in the local community. The Scheid Family Wines globally distributed portfolio includes Scheid Vineyards, Sunny with a Chance of Flowers, Ryder Estate, District 7, Ranch 32, Metz Road, VDR and Stokes' Ghost. Scheid Family Wines also produces many regionally distributed brands for specific clients and distributors.

