



DOUG SHAFER, PRESIDENT

Doug Shafer arrived in the Napa Valley at age 17 when he moved with his family from the Chicago suburbs to a new home in the foothills of the Stags Leap Palisades.

His first few years in the Napa Valley proved to be formative ones. Throughout his junior and senior years of high school he spent many long hours helping his father replant and then clear land for new vineyards. His satisfaction working in the vineyards inspired him to enroll in the enology and viticulture program at the University of California at Davis.

While completing his university studies, Doug spent summers working with his father in the vineyards and at Hanns Kornell and Robert Mondavi Wineries. Meanwhile, his father was preparing to crush the first vintage of wine in 1978. Following graduation, Doug honed his skills as assistant winemaker at Lakespring Winery prior to becoming winemaker at Shafer in 1983.

During his ten years as winemaker, Doug forged the trademark Shafer style of quality, consistency, and elegance. Vintage by vintage, he learned to highlight the natural

character of the grapes from his family's hillside vineyards, crafting wines that reflect the Stags Leap District character of rich fruit and soft tannins. During this period he also managed the estate vineyards and developed a new vineyard in the Carneros district.



"I'd been working with Dad at the winery for six or seven years and I was getting a feel for the winemaking. Elias and I were working well together and we'd both learned how intimately you get to know each vineyard

block during crush. I was driving down the road one morning and looked up just as the sun was coming up behind Sunspot, which we'd just picked three days earlier. That juice tasted so good the day we picked the block and even better three days later; I knew it was going to make another wonderful wine. It just struck me how dependable that vineyard was, year after year after year without fail. It just produces such outstanding wine."

In 1994, Doug took over the reins as president when his father John became chairman of the board. As president, Doug oversees the daily operations of the winery and vineyards as well as sales and marketing. He maintains a hands-on approach, working closely with his father and winemaker Elias Fernandez to ensure both the quality of the wines and the future of Shafer Vineyards.

Long-term, Doug is committed to preserving Shafer as a small family winery dedicated to the production of world-class wines from the estate vineyards.