



## **AFTERNOON SEMINAR**

**Garnacha Rising | 2:00–4:00 p.m.**

*Moderator: Peter Granoff, MS, Owner, Ferry Plaza Wine Merchant & Wine Bar*



In 1991, Peter Granoff was the 15<sup>th</sup> American to earn the coveted title Master Sommelier and is one of the 18 Americans to date that have earned the Krug Champagne Cup by passing all three parts of the exam on the first attempt. He is active today as an examiner and lecturer for the Court of Master Sommeliers Introductory, Advanced and Masters level programs, and is currently serving a three-year term on the Master Sommeliers Americas Board of Directors.

In 1991, Peter also received the James Beard Foundation Sommelier of the Year Award. In January of 1995, Peter and his brother-in-law Robert Olson, a software engineer, launched Virtual Vineyards, an ecommerce pioneer and the first US entity to sell wine on the Internet. According to Wells Fargo Bank, Virtual Vineyards was the first business ever to process a secure credit card transaction over the Internet. It was also the subject of a Harvard Business School Case Study and was cited in numerous business and e-commerce marketing journals & texts as a pioneer during that era. The company had a good six-year run and grew to \$28 million in annual sales before what Peter calls “the dot.com era of ludicrous expectations” caught up with it. Prior to Virtual Vineyards, Peter spent 25 years in the hospitality industry as a food & beverage director, wine buyer, sommelier, bartender and waiter, including two years in the Burgundy region of France, and a year with a Relais & Chateaux hotel in Switzerland. He even “faked it as a chef” on several occasions. Peter is active as a speaker, panelist, judge, and educator in numerous wine consumer and wine industry settings and has presented at professional wine and

e-commerce conferences at American universities such as Harvard, Wharton, Rhodes, and UC Berkeley, and as far away as Switzerland, France, Australia, New Zealand, and South Africa. In 2002, Peter joined the Adjunct Faculty at the Culinary Institute of America's new Professional Wine Studies Program and was an active instructor until the demands of his latest business ventures forced him to take a hiatus. Since 2003, Peter has been co-proprietor of Ferry Plaza Wine Merchant & Wine Bar in San Francisco's acclaimed Ferry Building Marketplace. In January of 2008, Peter and his current business partners opened Oxbow Cheese & Wine Merchant in the now landmark Oxbow Public Market in downtown Napa, California. These businesses benefit from Peter's accumulated business experience, down to earth perspective on wine, great sense of humor and thoroughly gray hair. With many years of industry experience, Peter has been increasingly engaged as a consultant on projects at the intersection of wine, technology and social media, including the recently launched Coravin, a wine access technology that was more than 14 years from idea to market.

*Pedro Ballesteros Torres, MW*



Pedro Ballesteros Torres MW holds an Agronomical Engineer degree and a Master's in Viticulture and Oenology. He received the WSET Diploma with distinction and became Master of Wine on the first try in 2010. Pedro also studied around the world, including in the wine regions of Jerez, Rheingau, Burgundy, Napa and Bordeaux. A columnist at several papers and magazines in Spain and Belgium, he also regularly writes for wine magazines in the UK and Italy. Pedro works in four languages. He is also a chair in major international wine competitions, including Decanter's WWA, Vinality's 5Stars, Concour Mondial Bruxelles, Bacchus and others.

Pedro is active in the fields of promotion and education and sits in the Council of the Institute of Masters of Wine; the governing board of the Spanish Taster Union; the Board of the International Federation of Wine Journalists; the Basque Culinary Centre's Wine Committee and other institutions. He is also a national expert for Spain at OIV and a member of Gran Orden de Caballeros del Vino.

*Emmanuel Kemiji, MS, Clos Pissarra*



Born in the United States and raised in Spain and England of Greek Cypriot and Spanish parents, Emmanuel Kemiji is a graduate of the University of California at Davis. In addition to his Economics and Spanish Literature degrees, he studied Viticulture and Oenology, expanding his interest in wine. Emmanuel acted as Ritz-Carlton Director of Wine & Spirits from 1988 to 1999, first at Laguna Niguel and then at the renowned Dining Room in San Francisco. In 1989, he became the 12<sup>th</sup> American to pass the Master Sommelier exam in London, England, and one of the very few to pass on his first attempt. In the same year, he received the “Sommelier of the Year” award by the California Restaurant Writers Association.

Emmanuel was also chosen “Wine Director of the Year” in the Critics’ Choice Awards and was honored in the August 1999 issue of *San Francisco Magazine*. Seeking further challenges led him to form Miura Vineyards in 1995. Soon to follow were several projects in Spain – Arrels in 2003 and Clos Pissarra in 2005. He thus became the first sommelier to establish a commercial winery in the United States. The *San Francisco Chronicle* named Emmanuel as one of the “10 Winemakers to Watch for 2000.” In 2006, he received the Wine Industry Achievement Award from the Anti-Defamation League for exemplary commitment to community and charity. In the past Emmanuel has also been a wine judge at the Los Angeles County Fair and the San Francisco International Wine Competition.



*Ewan Proctor, Penfolds*



Ewan Proctor is a multi-award-winning hospitality and wine industry professional with 20 years of international experience across a broad spectrum of the food and beverage world. His expertise ranges from boutique wineries to luxury brands, exotic destination cruising, and 6-star resorts to rustic contemporary regional dining. Ewan received his initial training at some of Sydney's most acclaimed dining venues, alongside chefs and sommeliers who were at the heart of the emerging modern Australian cuisine. Moving to Melbourne, he quickly began to gather awards from the Australian press, winning Best New Restaurant at Bistro Guillaume at Crown Casino in 2009. After a couple of vintages focusing on Pinot Noir at Tarrawarra Estate (Yarra Valley) and Bass Philip (Gippsland), Ewan made an international move, taking the helm of a specialist importer of wines for the Maldives resort market. Returning to the Yarra Valley, he successfully guided the Healesville Hotel to Best Regional Restaurant status, winning a record three-in-a-row Best Beer List titles along the way.

Ewan joined Penfolds as Head Sommelier of Magill Estate Restaurant in 2013 and relished the opportunity to team with Australia's most iconic wine brand. His dynamic way of presenting the full cellar of wines spanning six decades of Penfolds history, helped to place the Magill Estate Restaurant among the top 10 restaurants in Australia. In February 2015, he joined the Shanghai office of Treasury Wine Estates as Penfolds Brand Ambassador for Greater China, becoming North Asia Head of Education in April 2016. Highlights of his time in Asia included two Global Launches of the Penfolds Collection in Shanghai and Hong Kong, re-corking clinics in Taiwan, Singapore and Tokyo, and launching the 100-point multi-vintage sensation G3 in October 2017. Most recently, Ewan is thrilled to be joining the Treasury Wine Estates Americas team as Head of Luxury Education and is looking forward to connecting with new partners and consumers. He holds degrees in Communications and International Studies from the University of Technology, Sydney and the University of Genova, Liguria, Italy, and is fluent in Italian, French and English.

*Stevie Stacionis, Bay Grape*



Stevie Stacionis co-owns Bay Grape, a wine shop dedicated to education and community in Oakland, California. Bay Grape has been featured in *The New York Times*, *Food & Wine* and *Bon Appétit* magazines and was named Best Wine Shop in the Bay by *San Francisco Magazine*.

Along with her husband and business partner, Josiah Baldivino, Stevie was featured in 2017 as one of *Wine Enthusiast's* Top 40 Under 40 Tastemakers. Prior to opening Bay Grape, Stevie spent seven years working in the front of house of restaurants before trading her apron for a laptop and a freelance food/travel/wine-writing career. She eventually made her way into wine retail and copywriting, managing communication, media, marketing and brand management for New York City retail stores Alphabet City Wine Co., Crush Wine & Spirits, and Corkbuzz Wine Studio as well as the professional non-profit organization the Guild of Sommeliers. Stevie is a Certified Sommelier through the Court of Master Sommeliers. She believes in the power of sharing good beverages and food – and in their capacity to create opportunities for members of our community to share experiences, stories, skills, and laughter.

*Haley Moore, Stock & Bones*



Haley Moore has spent her life in restaurants, beginning when she was 15 years old. Her career galvanized in 2007 when she became the Wine Director at bacar in San Francisco at the age of 24. In 2009, she became the Lead Sommelier at the nationally acclaimed Spruce, overseeing a Grand Award-Winning wine list comprised of 2,600 selections. In 2012, she joined Stock & Bones as their Wine and Spirits Director overseeing three restaurants: Town Hall, Salt House, and Anchor & Hope in San Francisco. She passed the Court of Master Sommeliers Certified Exam in 2006 and is currently wrapping up the Wine and Spirits Education Trust Diploma Program. Next, she plans to pursue the Master of Wine Diploma, which is one of the highest achievements in the world of wine. Haley has been featured in articles both locally and nationally including: *The San Francisco Chronicle*, *Wine & Spirits Magazine*, *Beverage Media*, *Wine Enthusiast*, *MORE Magazine*, *The Sommelier Journal*. She was also named one of *Restaurant Hospitality Magazine*'s 'Top 30 under 30' Hospitality Professionals of America.



Jay James, MS, Chappellet Vineyards



An alumnus of Georgia Tech, Jay grew up in Atlanta, Georgia dreaming about playing guitar in a rock band (which he did), flying jets (which he did not), and got into the wine business by accident - just like everyone else.

In 1989, following a three-year, highly educational stint with the Ritz-Carlton, Atlanta, Jay was teaching guitar lessons and working as a part-time employee of the 400-seat Ray's on the River in North Atlanta. It was here that Jay was first charged with creating a new wine program. Never comfortable bearing down on any one subject to the exclusion of others, Jay found himself completely at home in the study of wine, a field that embraces: chemistry, biology, history, art, literature, geography and geology, among others.

Master Sommeliers Fred Dame and Evan Goldstein urged Jay to prepare for the Master Sommelier exam, which he passed in 1997 – becoming only the 32<sup>nd</sup> American to successfully complete it. He also worked as Wine Director for the Peasant Restaurant Group in their flagship restaurant, the City Grill Atlanta, as Sommelier and Assistant General Manager at Nikolai's Roof at the Atlanta Hilton, and Key Account Sales Representative for Atlanta Wholesale Wine. In 1998, Jay joined the opening team of the Bellagio Resort in Las Vegas as the Director of Wine where he developed new systems for the management and delivery of 120,000 bottles of wine inventory cellared in 20 separate locations. He selected and managed a team of 15 sommeliers and provided wine education for more than 2,000 service staff serving in 26 restaurants under one roof at the resort. Bellagio was generating in excess of \$30 million in annual wine revenues when he departed and was recognized at the time as the most successful single hotel wine program in the world.

In 2005, Jay joined Southern Wine and Spirits of Nevada, ultimately achieving the post of Vice President of Fine Wine. In 2013, he moved to Napa Valley in order to join Chappellet Vineyards as Director of Trade Sales. Jay now leads Chappellet's sales efforts in all trade channels as well as guiding marketing endeavors. He is often a featured speaker at top wine and food events and has appeared in a long list of national publications including *The Wall Street Journal*, *The New York Times*, *Forbes*, *The Wine Spectator*, *Restaurant Wine* and other wine and beverage specific magazines. Jay has competed as a United States finalist in both the Grand Prix du Sopexa Sommelier Competition and the Concours Mondial du Sommeliers. He is a member and past

officer of the Court of Master Sommeliers and remains actively involved with the organization's education and examination efforts. Jay currently serves as Chairman of SommFoundation (The Guild of Sommeliers Education Foundation), a 501(c)3 non-profit corporation that exists to further beverage education, elevate the sommelier profession among the industry and provide relevant scholarships and educational opportunities.