



### The CK Mondavi and Family Story

*With a passion for producing high-quality, everyday wines like they enjoyed in their native Italy, Cesare and Rosa Mondavi moved to the Napa Valley and purchased the Charles Krug Winery in 1943. Winemaking was an important part of their Italian heritage and together with sons Robert and Peter, they created CK Mondavi and Family in 1946 – a line of delicious wines at an exceptional value, worthy of gracing the tables of families across America, and the first wines to have the Mondavi name on the label.*

*Now, 75 years later, CK Mondavi and Family continues to be one of the most successful wine brands in America because of its deep commitment to quality at all price points. The company remains family-owned, with third and fourth generation family members now at the helm, continuing a wine legacy that will last for generations to come.*

### The Third Generation Mondavi Family

*For four decades, CK Mondavi and Family was led by Peter Mondavi, Sr. and his sons, Marc and Peter Jr. After Peter Mondavi Sr. passed away in 2016 at the age of 101, Marc and Peter Jr. have continued to work side-by-side with their wives and children to continue the family's legacy.*

**Marc Mondavi, Co-Proprietor** – Son of Peter Mondavi Sr. and wife Blanche, Marc was born in 1954 and raised on the winery property. He caught the family winemaking bug early in life, holding his first official winery position at the age of ten. Marc studied viticulture and enology at the University of California, Davis, and marketing at California State University, Sacramento. He joined the family business full-time in 1978 and immersed himself in every part of winery operations. Marc continues to spend much of his time overseeing the family's vineyards across Northern California and ensures they remain properly cared for.

**Peter Mondavi, Jr., Co-Proprietor** – The younger son of Peter Mondavi Sr. and wife Blanche, Peter also grew up on the winery property, where from a young age he began working in all aspects of the winery. He received a B.S. in mechanical engineering and an M.S. in engineering from Stanford University; ten years later he returned to the school to earn an MBA. His engineering background and business education contributes greatly to the winery's long-term planning and execution.

**Janice Mondavi, Ambassador** – A fourth-generation Californian, Janice Mondavi understands family and tradition. She and her husband of nearly four decades, Marc Mondavi, share those values and have passed them along to their four daughters: Angelina, Alycia, Riana and Giovanna. Janice is a Brand Ambassador for CK Mondavi and Family, hosting visitors and traveling throughout the year to promote the family brand.

**Katie Mondavi, Ambassador** – Raised in Northern California by a family of medical caregivers, Katie studied at Stanford University and earned her Medical Degree from University of California, San Francisco. She met her husband, Peter Mondavi, Jr., in their freshman dorm at Stanford. Today, Katie serves as an ambassador for CK Mondavi and Family. She also works with FAME (Foundation for African Medicine and Education) in Tanzania and JCFC (Jewish Community Free Clinic) in Santa Rosa. Katie is devoted to her family, especially her children, Lucio and Lia.





### **The Fourth Generation Mondavi Family “G4”**

*Now beginning to write their own chapters of the family story, the fourth generation of Mondavis are now involved in the winery as major shareholders in the company and also serve as brand ambassadors. Their main focus is to continue the legacy started by their great-grandfather and each member of the “G4” (as they are called), brings his or her own expertise to the business, creating a diverse background within the company. Their focuses include business management, engineering, finance, marketing, sales, and winemaking. What started as their apprenticeships in the winery beginning at age ten, has grown into a shared passion for continuing their family heritage and legacy. Each of the fourth generation remains committed to their family business, carrying on the traditions of land stewardship, quality winemaking and a passion for wine.*

#### ***The Mondavi “G4” includes:***

**Alycia Mondavi, Brand Ambassador** – The daughter of Marc and Janice Mondavi, Alycia graduated from the University of San Diego with degrees in marketing and management. She earned her paralegal certificate and was a paralegal for five years prior to returning to the wine industry. Today, Alycia is a marketing consultant and helps to manage numerous boutique brands, including Aloft and Dark Matter, two brands she co-owns with her three sisters. In 2012 she returned to the family business as a family brand ambassador. Alycia’s favorite family memory is the first adult Christmas when all four sisters were home after living on their own, which is a rare occasion these days. She cherishes lounging by the fire with sisters in pajamas on holiday mornings while drinking eggnog.

**Angelina Mondavi, Brand Ambassador and Board Member** – The only member of the “G4” to pursue a winemaking path, Angelina is the eldest of Marc and Janice Mondavi’s four daughters. She has an extensive resume as a consulting winemaker both nationally and internationally, having worked more than 30 harvests across three continents. Today, she is a well-known Napa Valley winemaker for several small, luxury brands including Aloft and Dark Matter wines and is a brand ambassador and board member for the family business. Angelina attended Villanova University and majored in chemistry with a minor in business, and also holds a Master’s in Oenology from the University of Adelaide. Her favorite family memories are playing hide and seek in the vineyards, climbing trees, and playing in the Napa River.

**Giovanna Mondavi, Brand Ambassador** – The youngest daughter of Marc and Janice Mondavi, Giovanna (Gigi) grew up following in her sisters’ footsteps. She graduated from the D’Amore McKim School of Business at Northeastern University, and decided to stay in Boston and pursue a career in sales with MFS Investments. Today she serves as a CK Mondavi and Family brand ambassador, with the goal of someday bringing her expertise in finance to her family business. Giovanna’s favorite family memory is running to her grandparents’ house on the winery property to grab Oreos, licorice, or the occasional Shirley Temple. She would often meet up with her cousins, Lucio and Lia, to play in the vineyards or one of their backyards.

**Lia Mondavi, Brand Ambassador** – Daughter of Peter Mondavi, Jr. and Katie Mondavi, Lia grew up on her family’s winery property, and worked in the winery and vineyards from a young age. Lia will graduate with a Bachelor’s degree in Applied Mathematics from Harvard University in 2019. Currently, she is a Food Literacy Project Fellow at Harvard University where she works to promote an understanding and appreciation of food and our food system. She is a CK Mondavi and Family brand ambassador, bringing her expertise and insight to the family business. Lia’s favorite family memory was a rainy Easter when she was seven years old, when the traditional egg hunt was re-located to the barrel room at the winery. Running up and down rows of barrels to find Easter eggs delighted all of the cousins.





### The Fourth Generation Mondavi Family “G4”

*The Mondavi “G4” includes (cont):*

**Lucio Mondavi, Brand Ambassador and Board Member** – Son of Peter Mondavi, Jr. and Katie Mondavi, Lucio holds an M.S. and B.S. in Mechanical Engineering from Stanford University. Today, he lives in Bologna, Italy, where he is a vehicle dynamics engineer at Lamborghini. Lucio also serves as a family brand ambassador and sits on the C. Mondavi & Family board of directors. His favorite family memories are of his grandfather, who always took care of his family through food and shared meals. He says grandpa Mondavi loved spending time in his garden and would always send them home with bags of fresh vegetables.

**Riana Mondavi, Brand Ambassador and Director of Chains - Western Region** – The daughter of Marc and Janice Mondavi, Riana is the Director of Chains - Western Region, for C. Mondavi & Family. Having grown up in the winery, Riana began her career as a Wine Sales Consultant, On Premise, for Southern Wine & Spirits, where she learned the sales side of the business. She officially joined the family business in 2011, working her way up from Pacific Northwest Regional Sales Manager to Northern California Regional Sales Manager and Director of National Accounts, On Premise, before being promoted to her current role. She is also an ambassador for the CK Mondavi and Family brand, serving as a key spokesperson for the Mondavi G4. Her favorite family memory is of Thanksgiving gatherings, surrounded by amazing food, amazing wine and tons of family. Her grandma and grandpa always sat at the head of the table and would always give toasts to family, health and great wine.

#### **Online**

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