



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, more than 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 the third and fourth generation now at the helm, continuing a wine legacy that will last for generations to come. The family proudly welcomed the first member of the fifth generation in early 2021.

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

Raised on the winery property, Marc always knew winemaking was his path. The son of Peter Mondavi Sr. and wife Blanche, Marc was born in 1954 and held his first official winery position at the age of ten. Marc studied viticulture and enology at the University of California, Davis, as well as marketing at California State University, Sacramento. He joined the family business full-time in 1978 and immersed himself in every aspect of winery operations. Marc worked alongside his father to deepen his knowledge of winemaking, while applying the expertise he acquired at U.C. Davis to the family's numerous vineyard holdings. With a particular passion for viticulture, Marc experimented with canopy management in the vineyards, which greatly reduced losses from mildew and facilitated grape ripening. Even today, Marc continues to oversee the family's vineyards across Northern California, working hands-on to ensure they remain properly cared for. Outside of the winery, Marc's many interests extend across food, wine, civic organizations and conservation. He is a trustee and past secretary of the California Winery Workers' Pension Plan. He previously served as Vice President of the Boone & Crockett Club, the oldest conservation group in America, started by Teddy Roosevelt in 1887. Marc is active in The Wine and Food Society of San Francisco and The Chaîne des Rôtisseurs. He has served on the boards of the Wine Institute, the California Wine Commission, and as past President of the Winery Employers Association. Marc is an avid outdoorsman and currently lives on Howell Mountain in the Napa Valley with his wife, Janice, with whom he has four daughters.

Randy Herron, Head Winemaker

Randy Herron joined CK Mondavi and Family as head winemaker in September 2018, bringing with him 22 years of winemaking expertise, with extensive experience working directly with growers, managing winemaking teams, and overseeing everything from harvest to bottling. Previously, Herron served as senior winemaker and operations manager at Texas-based Messina Hof Winery for over six years. Prior to that, Herron spent seven years at Casella Family Brands in Australia where he started as senior winemaker, chief winemaker and cellar operations manager, and later became senior harvest winemaker. While there, Herron oversaw the winemaking team as Yellow Tail expanded from 50,000 cases per year to more than 12 million cases in annual production. Prior to Casella Family, Herron spent over 10 years at E&J Gallo Winery where he was senior winemaker. He holds a degree in Food and Nutritional Science with an Enology Option from California State University, Fresno. He now resides in Napa, California, and is the father of two active teenagers.





The Fourth Generation Mondavi Family “G4”

Now beginning to write their own chapter of the family story, the fourth generation, or “G4,” also serve as brand ambassadors and bring diverse experience to the winery, including business management, engineering, finance, marketing, sales, and winemaking. Fourth generation family members include Marc Mondavi and wife Janice Mondavi’s daughters Alycia Mondavi, Angelina Mondavi, Giovanna Mondavi, and Riana Mondavi; as well as Peter Mondavi, Jr. and wife Katie Mondavi’s children, Lia Mondavi and Lucio Mondavi.

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