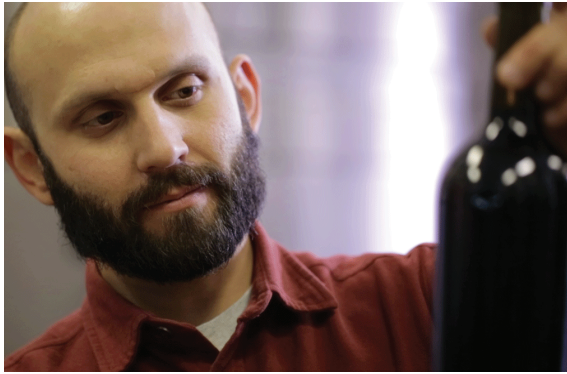


## TED WILSON II



Ted has spent his entire professional life in the wine business. His career path began in vineyards and cellars in the Finger Lakes of Upstate NY, which then careened him up the ladder to working as a Sales Rep for a NYC-based distributor and later becoming the Senior V.P. and Director of Operations for that distributor. During his time as the Operations Director, Ted oversaw the production of an "in-house" brand that he helped grow to over 2,000 cases annually and increased distribution across multiple states. His varied wine industry background, from the winemaking process to executive positions, was driven by

his ultimate goal: to launch a brand and apply all his skills and past experiences into a label he could call his own. That dream has been realized with the launch of Wilson & Wilson, a family endeavor, driven by a shared family passion to celebrate great wine, great food and the growth of a community of friends.

## ALAN VIADER



Born in Argentina and raised in the Napa Valley, Alan has been exposed to every aspect of the wine business, including visiting his first French cooperage and oak forest at the age of 12. Being the son of a winemaker led to his early education in wine tasting and wine evaluation, which sparked his respect for terroir-driven wines and the many diverse viticultural practices seen all around the world. In 2002, Alan was offered the opportunity to manage the vineyards at VIADER. From there, he continued to push the envelope and adopted organic and biodynamic viticultural practices while working with enologist Michel Rolland in hopes of improving his family's property. Alan's philosophy and approach to viticulture is simply, "the wine is made in the vineyard".

He has worked under many expert winemakers throughout his lifetime starting with Tony Soter alongside his mother Delia helping in the winery at the age of 9 years old. In 2006, Alan started dedicating his time to both vineyard management and winemaking, as the Director of Operations, responsible for the 2005 wines at VIADER. Alan is married to wife, Mariela, a trained Chef that also owns her own chocolate company. Alan and Mariela have two young boys, Matthew and Jonathan and happily live in the Napa Valley among the vines overlooking the Stags Leap district.

## TED AND VALERIE WILSON



The Wilson family has a rich history as ranchers and restaurateurs. Ted Wilson Sr. has been involved in the agricultural and food industries since he was 16 years old, when his interest was piqued while exploring and experiencing farm-to-table concepts and processes. Eventually, Ted Sr. would open and own two restaurants outside of Kansas City, and it was during his time as a restaurateur that his passion for wine started developing. In a small town in the Midwest, his passions and curiosity could only take him so far, and the continuation and exploration of his excitement for great wine inspired him to build a family business with his son: Wilson & Wilson.

Valerie Wilson, married to Ted Sr., is a successful entrepreneur who managed multiple Montessori centers, where she learned to market to a local community and build and foster business networks. She is thrilled to turn her marketing prowess to the advancement of her family's business. Valerie's grass roots approach to marketing through community building is the solid foundation on which Wilson & Wilson sets its goals.