



## JOHN SKUPNY

Inspired by the charms of the Cabernet Franc grape, John Skupny decided with his family to launch **Lang & Reed Wine Company** in 1996. He began in the wine trade in 1975 working as a buyer and Wine Stewart [Sommelier] in various restaurants in Kansas City. In 1980, John, with his wife, Tracey, moved to California and spent over forty years working for more than twenty-five of California's finest wine producers. Since 1984 he has lived and worked in the Napa Valley; first as the Marketing and Sales Director of Caymus Vineyards [1984-1989], Vice President of Clos Du Val Wine Company [1989-1992] and then General Manager of the Niebaum-Coppola Estate Winery (Inglenook) [1992-1996]. For twenty-five years John was also a limited-partner, Board member and consultant to Boulevard Brewing Company, Kansas City, Missouri.

John is a past Chairman of the Board, Napa Valley Vintners (1996), Chair of Premiere Napa Valley Barrel Auction (2006). President of the Napa Valley Wine Library Association (2001/02). President of the Stags Leap District Winegrowers [1990/91] and founding Vice-President of the Rutherford Dust Society [1993/94]. He has lectured at the University of California – Davis for both marketing and winemaking classes and on occasion for the 'Leadership Napa Valley' and the Culinary Institute's Wine Graduate program. He penned a chapter in the book, "Successful Wine Marketing" by Kirby Moulton and Jim Lapsley, published by Aspen Publishers, 2001 and was well covered in "The Far Side of Eden" the infamous second installment of James Conaway's history of the Napa Valley, published in 2002.

Along with Lang & Reed Wine Company, John also runs a wine marketing consulting practice, **Vineyard Avenue Marketing**. In this capacity he has worked with such clients as Pahlmeyer Winery, Cain Vineyards, Dalla Valle Vineyards, Seavey Vineyards and Spottswoode Winery. For more than a decade, John served as an Advisor and Director for Long Meadow Ranch Winery & Vineyards. John has been involved in the growth of the winery's production and vineyard holdings, in Napa and Anderson Valley, as well as advising on the LMR's 'Main Street' properties, including Farmstead Restaurant in St. Helena.

John and his wife, Tracey, reside in St. Helena, in the heart of the Napa Valley. With the founding of Lang & Reed Wine Company, the Skupny family continues its dedicated to the continued preservation of the agricultural community and the production of distinctive Napa Valley and Californian wines.

**LANG & REED – NAPA VALLEY**  
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