

JOHN CONCANNON, Fourth Generation Vintner Managing Director, Concannon Vineyard Estate

“America’s Oldest, Ongoing Winery Under The Same Family Label and Stewardship”

John Concannon is the Fourth Generation Vintner of Concannon Vineyard, now celebrating over 130 years of family winemaking as a Founding Family of the California wine industry. John was raised in the original home his great-grandfather built on the winery estate he founded in 1883. From an early age, John devoted himself to learning all facets of the family business including vineyard management and winemaking for the liquid artistry and science of crafting beautifully balanced wines for harmony, complexity and flavor.



According to John, however, “the most important legacy my parents passed along and demanded from me are our family values of integrity, excellence and respect for the land, all required within our ancient Concannon motto which, translated from early Gaelic, means ‘Wisdom Without Compromise.’ That doesn’t mean that you know everything—it just means that you don’t compromise your values, and you do what is right with gratitude, humility, honor and respect.”

After graduation from California State University, John followed the generations before him by first obtaining valuable experience in another field before returning full-time to the family winery. For John, that was following a passion for science and technology in the medical profession where he also expanded his experience in business management and ownership. Continually connected with the family business, his great passion for winegrowing led him back to leading full-time as Managing Director of Concannon Vineyard Estate. A tireless advocate of environmental stewardship and historic preservation within the vineyard and the Livermore Valley, some of John’s most energetic endeavors have recently been focused upon revitalizing the landmark winery while preserving its history and the estate’s extraordinary sense of place.

Towards this endeavor, John has been intensively researching and documenting the winery’s phenomenal history. Recently, he was honored to present, “The Concannon Cabernet Clones 7, 8, and 11” as a keynote speaker at the *2014 International Cabernet Symposium*. There, John addressed an assembly of the world’s top Cabernet producers about the famous Concannon Clones which not only played a key role in helping California Cabernet achieve international recognition, but also became the most widely planted with an estimated 80% of California Cabernet Sauvignon now planted to the Concannon Clones.

As a strong advocate of viticulture research and education, John has greatly enjoyed working closely with UC Davis to ensure thorough documentation of these clones as well as the winery’s historic contribution of “America’s First Petite Sirah” as a standalone varietal wine. Moreover, from John’s close work with the The Smithsonian, three Concannon Prohibition-dated bottles are now at home in the National Museum of American History, Smithsonian collection.

As a strong advocate of environmental stewardship, John is especially proud that Concannon Vineyard was one of the first in California to become Certified Sustainable. According to John, “We’re always pursuing sustainable practices, and I’m delighted that now there is even more life in our soil which is resulting in award-winning wines with even more outstanding fruit intensity, complexity, balance, and structure.” Under his watch, the estate winery has also recently completed a ten-year revitalization project which includes a cutting-edge, solar-powered, small lot winery and the restoration of the original, historic winery.

John often tells people, “If you really want to understand a wine, then the best thing is actually experiencing the terroir and vineyard from where it’s crafted, where the wine is born. It’s an ideal way to savor and enjoy wine with friends and family around the pleasures of the table—while actually tasting and experiencing that sense of place within the wine.” This strong

belief has energized his efforts in creating an exceptional *Concannon Wine Country Experience*, and the winery has gained recognition from USA Today Travel and other national publications as a top wine country destination.

For John, continuing his family's legacy of innovation is not only critical to long-term success, but is also definitive of who Concannon is as a family and a business. As part of that legacy, John is committed to working towards the overall success of the California wine industry. Currently, he actively serves on the Board of Directors of the Livermore Valley Wine Growers Association and is a board member of the Petite Sirah advocacy group, PS I Love You, for which he also served as President.