

RIANA MONDAVI

Riana Mondavi's career in the wine industry started at age 10 at her family's business, C. Mondavi & Family. Every summer for the next six years she worked her way up to a full-time summer position in the company's laboratory. While working in the laboratory and cellar she realized she wanted to work with people rather than in production, so a career in sales was inevitable.

At 16 years old, she was hired for her first job outside of the family company across the street at the Culinary Institute of America's kitchen and book store, Spice Island Market. Throughout high-school she continued to show interest in the restaurant industry and sales.

She completed her studies at Villanova University's School of Business with a Bachelor Degree in Marketing and International Business. Following graduation in 2009, she moved to Miami, Florida to work for Southern Wine & Spirits as a Restaurant Wine Sales Associate. Under the direction of the country's largest wine and spirits distributor, Riana spent two years learning the ropes of wine sales and the distribution system. In January 2011, she relocated to Seattle to start her journey with her family's business as the first of the Fourth Generation to begin working for the family business. Riana spent four years in Seattle, Washington where she worked as the Northwest Regional Sales Manager for C. Mondavi & Family managing the sales in five states.

Riana moved back to California in the fall of 2014 and resided close to her family in Napa Valley. The next two years she managed the Northern California Regional Sales. At the end of 2016 she relocated to Dallas, Texas to start as the family's first Director of National Accounts On Premise Sales. This is where she currently resides and continues to represent all the brands within the C. Mondavi & Family portfolio: Charles Krug Winery, CK Mondavi & Family Wines and Purple Heart Wines.

Amidst her work with her family's legacy company, C. Mondavi & Family, she started a company with her 3 sisters, Dark Matter Wines. They launched the brand in 2011 with a single wine and in 2015 released their second varietal. In 2016 her sisters also purchased the brand Aloft Wines from C. Mondavi & Family to continue their growth in the boutique wine industry. As co-proprietor of both company's she also oversees sales and customer relations for Dark Matter Wines and Aloft Wines.

Job Titles:

Co-Proprietor & Director of National Account On Premise - C. Mondavi & Family

Co-Proprietor & Brand Manager - Dark Matter Wines

Co-Proprietor - Aloft Wines

Websites:

charleskrug.com

purpleheartwines.com

ckmondavi.com

darkmatterwines.com

aloftwines.com

