

Hispanic Vintner's



ALEX SOTELO CELLARS

www.alexstolocellars.com

"Winemaking is an art, just like painting, the vineyard is my easel, the grapes are the canvas, the varieties the clones are my paint colors, and the masterpiece is the finished bottle of wine," states Winemaker/Owner Alex Sotelo. In 1991 at the age of 18, Alex came to California from Jerez, Zacatecas Mexico searching for the American Dream. When he arrived in the Napa Valley he knew something amazing was going to happen. For 11 years, Alex worked at Robert Pecota Winery active in the production of the vineyards and wines and as a consultant winemaker for various clients in the Napa Valley. On June 24, thirteen years after Alex came to the US from Mexico, he released his first Napa Valley wine under his own brand, Alex Sotelo Cellars.

A new wave of wines

LIVING LA VIDA VINO

*The evolving role of Hispanics
in California's wine industry*

By Kelli McGlven

LA VOZ BILINGUAL NEWSPAPER

The majority of us here in Sonoma County are aware that many of the hands that produce our wines are those of Latinos. However, what many of us are unaware of is the fact that an increasing number of these Latinos are beginning to produce and bottle their own wines. These pioneering individuals are making a mark, not only because they are Hispanic but also for their abilities to produce incredible wines!

WINE WORKER TO WINE ENTREPRENEUR

In order to obtain their dreams, they've had to jump many hurdles and face many challenges. Some of which include, going to school, studying under other wine makers and starting a business, They've also had to face the doubts often held by society and friends, that such a dream wouldn't be possible for a "Latino." These individuals have broken the box of "who a wine maker should be," and are now making a statement of "who a wine maker can be." Not only are they making a statement, but they are making impressionable wines!