

ALEX SOTELO
Young Blood, Great Experience



Have you ever seen a label that bears the Imperial Mexican eagle, an image of the Virgin, the State of Zacatecas, the flags of Mexico and the US, the moon, the sun, five sister stars and a grapevine? Well that is the label for Alex Sotelo Cellars wines and it is also part of his story. Sotelo is the most recognized young Latino winemaker in the industry, and although his experience may not be as extensive as most of his peers, his hard working and risk-it-all attitude has earned him kudos and a very good reputation from his very first wine: his 2002 Dalraddy Zinfandel has been recognized for its finesse and elegance and is surprisingly sophisticated.

As a young boy, Alex came to work in the fields with his parent and found his way to get an education; first to learn English, later to learn about viticulture and winemaking. For 11 years, Alex has been a key factor for The Robert Pecota Winery, and his restlessness, experience and devotion have brought him to start his own label. Today, at 31, Alex is one of the youngest winemakers in Napa. You can find him on the Robert Pecota facilities, leading his team and making the wine of his dreams: a Zinfandel. Zinfandel is one of the noblest varieties with a remarkable winemaking versatility. Always on the move, energetic and frantically taking notes, analyzing wine samples, measuring levels and temperatures, he lives for his passion: his wine. It is like a dream come true. My wine is made to pair with Mexican food; any Mexican dish will be enhanced by my Zinfandel. His enthusiasm and entrepreneurial spirit has led him to produce 520 cases of his 2002 Zinfandel, a 100% varietal wine from the Chiles Valley east of St Helena, California.

"I think my wine is sexy and feminine, because it is simple and beautiful, and it is easy to get to it, not complicated to drink. It is sublime."