

# Winery Diaries: Bringing Wineries to Life

Winery Diaries is a monthly print magazine dedicated to exploring the human side of winery life. Printed on high-quality bonded paper and approximately A4 in size, it will offer immersive, long-form storytelling that connects readers with wineries around the world. The focus is not on news or market trends but on the people behind the wine, their experiences, challenges, and passions.

Fundamentally, Winery Diaries is about storytelling. It steers away from the technical aspects of winemaking to uncover the personalities and daily realities of those who bring wine to life. The design will be contemporary, welcoming, and inclusive, steering away from the traditionally masculine feel of some wine publications.

## What to Expect in Each Issue

The magazine will feature a range of sections, each designed to offer fresh perspectives and engaging narratives:

- Winery Interviews – Conversations with people across the industry, from vineyard workers and tour guides to winemakers and owners. There will offer personal insights that help connect the readers with them.
- Invited Contributors – Articles written by influencers and emerging writers, ensuring diverse voices. While opinion is welcome, all content will meet editorial standards and be fact-checked where necessary.
- Restaurant Reviews – Articles on restaurants from around the world.
- Sommelier Spotlights – Interviews with sommeliers, exploring their perspectives on wine, pairings, and industry trends.
- Instagram Profiles – Features on notable wine-focused Instagram creators, highlighting their passion and introducing the people behind the accounts.
- Regional & Grape Variety Focus – I will look at a specific wine region or native grape variety, offering history and culture.
- Wine Q&A – A section answering reader-submitted questions about wine, wineries, and the broader industry.
- Tasting Notes – Selections of wines reviewed with a human-first approach, avoiding numerical scoring.

The magazine is fundamentally about people. The interviews, such as those I recently did with Spottswode in Napa, are not generic Q&As but open-ended conversations that reveal personal histories, unexpected challenges, and defining moments. Readers will hear about the realities of organic farming, the emotional weight of carrying on a family legacy, harvest traditions, and even amusing mishaps.

This magazine is for those who love wine but also want to know the faces behind the bottles. It's for those who believe that wine is for sharing and enjoying, just as much as analyzing.

## Questions sent to Spottswode

Please note - they will select the questions they feel they can answer in the most educational and entertaining way.

1. Your mother took over the estate under difficult circumstances. What were the biggest lessons you learned from her leadership?
2. Spottswode was an early adopter of organic and biodynamic farming. What drove that decision at a time when it was far from the norm?
3. Can you describe how Regenerative Organic Certification differs from other sustainability initiatives and why it was important for Spottswode to pursue it?
4. Many wineries talk about sustainability, but Spottswode seems to integrate it at every level. How do you balance environmental responsibility with economic viability?

5. How do you see Napa Valley's wine industry evolving in the next 20 years, particularly in terms of climate adaptation?
6. What prompted the introduction of Field Book Estate Red, and how does it reflect the winery's future direction?
7. Are there any lesser-known historical facts about Spottswode that you find particularly fascinating?
8. Spottswode has been a B Corp since 2020. Has this influenced how you operate beyond vineyard practices?
9. What makes St. Helena's terroir distinct from other parts of Napa Valley?
10. What impact has your affiliation with 1% for the Planet had on the winery and your community?
11. If you could give advice to young winemakers or winery owners, what would it be?
12. What do you want Spottswode's legacy to be in 50 years?
13. Can you recall a particularly memorable visit from a guest that left a lasting impression on you or the team?
14. What is the most unexpected reaction you've seen from someone trying your wine for the first time?
15. Do you have any repeat visitors who feel like part of the Spottswode family?
16. What's the most unusual or heartfelt request you've ever received from a wine lover visiting the estate?
17. Have any visitors ever brought personal stories of how your wines played a role in their lives—celebrations, milestones, or even marriage proposals?
18. Can you share a behind-the-scenes moment that perfectly captures the spirit of the team at Spottswode?
19. What's the funniest or most unexpected thing that's ever happened during harvest?
20. Have there been any 'oops' moments in the cellar or vineyard that turned into happy accidents?
21. What's the most touching moment you've witnessed among your team during a particularly challenging vintage?
22. What's it like to share meals and stories with the vineyard and cellar team during harvest? Is there a special food or wine tradition?
23. Is there a particular vineyard worker or cellar hand whose story you think deserves to be told?
24. Growing up at Spottswode, what are your earliest memories of the vineyard?
25. What's the most surprising or amusing lesson your mother, Mary Novak, ever taught you about running a winery?
26. With multiple generations involved, are there ever family debates about winemaking decisions? What's the most memorable one?
27. Have you ever met someone whose passion for Spottswode's wines completely changed how you viewed your own work?
28. What's a particularly moving story from your work with 1% for the Planet? Have you seen a direct impact from those contributions?
29. If someone who had never heard of Spottswode asked you why this place is special, what personal story would you tell them?