

FETZER VINEYARDS.

— ESTD. IN 1968 —

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YEARS
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Italo Jofre
Wine Ambassador



Italo Jofre brings a rare combination of winemaking, winegrowing and wine marketing knowledge to his role as Wine Ambassador for Fetzer Vineyards, which markets a multi-origin portfolio including California-based brands such as Fetzer and Bonterra Organic Vineyards in addition to the Chilean wines of Viña Concha y Toro and its Argentine property, Trivento.

“Representing outstanding producers from three different New World wine regions is an incredible opportunity,” he notes. “I am eager to share it with everyone who loves wine.”

Jofre discovered his passion for wine while taking winegrowing classes for a degree in agricultural engineering from the prestigious Catholic University in Chile. His first winemaking experiences came at Viñedos Emiliana, which crafts wines from Chile’s top viticultural areas. There, he

learned from Álvaro Espinoza, the renowned vintner, consulting enologist and pioneer in establishing Carmenère as a varietal wine. When Jofre came to the U.S. to develop his fluency in English, he subsequently joined the winemaking team at Jim Fetzer’s Ceàgo Vinegarden – which, like Fetzer Vineyards’ Bonterra Organic Vineyards, is a leading proponent of organic and Biodynamic® viticulture.

Jofre continued to develop his multifaceted, multi-country wine background by returning to Viñedos Emiliana in the role of brand spokesperson for the U.S., European and Asian markets. In addition to representing Emiliana’s wines and winemakers abroad, he taught educational seminars in almost every state in the U.S. His success as a wine communicator won him invitations to speak at premier venues including the American Wine Society and Epcot Food & Wine Festival, and to appear on television and radio in both the U.S. and Chile.

His opportunity to represent the wines of Chile expanded yet again when Jofre came to Concha y Toro, the largest wine producer in Latin America. During his ten-year tenure at the company, Concha y Toro dramatically raised its international reputation, including being named Most Admired Wine Brand in the World by Drinks International. With Concha y Toro’s successful acquisition of Fetzer Vineyards and incorporation of its Chilean and Argentinean imports to the U.S. under the Fetzer Vineyards umbrella, Jofre is back in the U.S. and continuing to build strong, mutually successful relationships with winesellers throughout the country.