

“*Wine Business Monthly* has become my main connection with the wine and grape industry, helping me stay informed about what is happening in the rest of the California wine industry. Due to the diversity of the agriculture in the El Dorado appellation, my meetings with other farmers in our region are not so much about the wine industry but revolve instead around much more diverse topics (apples, timber, grapes, stone fruit, water, etc.).

I find the selection of articles to be amazingly relevant for our small winery. Most recently, the article about wine tank types (March, 2011) has helped to answer potential tank-retrofitting questions we had for this harvest. Similarly, the article regarding release dates for Cabernet Sauvignon and scores in magazines (April, 2011) has caused us to start looking more deeply into when we submit our wines to publications. That would not have happened without *Wine Business Monthly*. ”

NAME & TITLE: Paul Bush, Owner/Winemaker, Madroña Vineyards

WINERY NAME AND LOCATION: Madroña Vineyards is located in Camino, California. We are a family-owned and operated winery focusing on terroir-driven, estate-grown fruit.

ANNUAL CASE PRODUCTION: 12,000

PLANTED ACRES: 70 acres planted at the 2,850 to 3,000-foot elevation

CAREER BACKGROUND: Having helped plant the family vineyards as a kid in 1973, I grew up working in our winery what seemed like every day after school. I had no intention of “winding up” in the wine industry and graduated from U.C. Davis in 1989 with a degree in economics. However, with an interest in traveling abroad, our winery offered a flexible schedule and an opportunity to work with inspiring winemakers, such as Mark Foster and Hugh Chappelle. I began managing the vineyards and business in 1991 and making the wines in late 2002.

BIGGEST PROFESSIONAL CHALLENGE: Balance! Working with my wife, Maggie, we find our greatest challenge is how to be business owners with all of its responsibilities while making the wines, growing the grapes, marketing the brand and raising two daughters. Any given day can be filled with dusting the vineyards at daybreak, acid trials before lunch, working in the tasting room in the afternoon—and then throw in a swim meet or school play for spice. Undoubtedly, every small, family winery tackles the same aspect of wearing so many hats, but the challenge and excitement is unique to each one.

VARIETALS THAT YOUR WINERY IS KNOWN FOR: In total, we grow 27 varieties in our El Dorado vineyards. From within these plantings, however, I believe that Malbec, Cabernet Franc, Zinfandel, Riesling and the seven Portuguese varieties (for our New-World Port) are consistently outstanding.

