



# Ceja

VINEYARDS

NAPA • SONOMA

Ceja Vineyards is an ultra premium Latino Family owned winery founded by Mexican-American immigrants Amelia, Pedro, Armando and Martha Ceja in Napa Valley in 1999. Dalia, Belen and Ariel Ceja represent the next generation focused on continuing the legacy of crafting perfectly balanced wines to enjoy with family, friends and great food.

The Ceja's dedication to sustainable agriculture and the gentle handling of the grapes in the cellar can be tasted in every sip of their stellar estate grown Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot, Cabernet Sauvignon, Syrah, Vino de Casa red blend and a Late Harvest white wine called *Dulce Beso* (sweet kiss).

Celebrated winemaker Armando Ceja immigrated to the United States at age seven and immediately went to work in the agricultural fields of California alongside his siblings and parents. He made his first Cabernet Sauvignon barrel right after turning 18, and after high school, he enrolled in the enology and viticulture programs at UC Davis. Armando is also a respected vineyard manager in the Napa and Sonoma Valleys. Armando takes the wines from the vine to the bottle handling the fruit gently to create a limited collection of handcrafted wines that are complex, balanced and memorable. Ceja wines are a reflection of his talent as both a winegrower and a winemaker – they're liquid art.



Amelia, Pedro, Armando and Martha Ceja

In 1967, Amelia Morán Ceja emigrated to the U.S. to join her father, a farmworker, who toiled for years in California's vineyards. Today she's crossing another border, turning upwardly mobile Latinos into wine aficionados with her subtle blend of viticulture, down-home cuisine and a Web-based marketing campaign.

A strong matriarchal tradition in her family fostered Amelia's independent spirit, but more than anything, Amelia feels it is flavors and her experience with food that have shaped her life choices. Long before the California legislature recognized Amelia as "Woman of the Year" in 2005 for "breaking the glass ceiling in a very competitive business," the first Mexican-American woman ever to be elected president of a winery was on the frontier of wine. The dynamo behind more than 100 video blogs since 2009 on preparing Mexican cuisine and pairing it with wine, embraces both her Mexican heritage and American home. Amelia combines the best of what she finds in food and drink, tradition and innovation. She has introduced thousands to exciting wine and food flavor combinations.

Under her leadership, Harvard Business School published a case study titled *Ceja Vineyards: Marketing to the Hispanic Wine Consumer*, and Ceja Vineyards has received numerous awards including: The California Latino Legislative Caucus 2012 *Latino Spirit Award*. Case production has increased from 750 cases to 4,000 cases per year, and Ceja wines are offered at some of the most acclaimed restaurants in the United States.

Amelia's commitment to marketing ethics and corporate responsibility has been acknowledged. She received the coveted 2013 Academy of Marketing Science Distinguished Marketer Award. She has been successful in the growth of the Ceja Vineyards brand, using marketing innovation and creativity. In February 2016, Amelia received the 2016 Dolores Huerta Farmworker Justice Award for her successful advocacy with EPA Administrator Gina McCarthy for the new EPA Worker Protection Standard on pesticides. Amelia has committed herself and her company to promoting the value and fair treatment of farmworkers in agriculture and the food industry.

Ceja wines are available at select restaurants, fine wine shops, online at [www.cejavineyards.com](http://www.cejavineyards.com), by phone at 707-255-3954 and at Ceja Vineyards wine tasting salon in beautiful Carneros.