



VICKY FARROW – PROPRIETOR AND CO-FOUNDER, AMISTA VINEYARDS

Journey Into Winemaking

Vicky’s journey into wine began as an unspoken dream she shared with her late husband and Amista co-founder, Michael. Their story started in Boulder, Colorado, over a glass of wine and blossomed with their first visit to Healdsburg and Dry Creek Valley in 1982. It would be two decades before they would return to make it their home and launch Amista Vineyards.

The Inspiration Behind Amista

Mike’s passion for wine, rooted in his career as a chemist, inspired the couple’s early foray into winemaking. He planted a small hobby vineyard and crafted his first “garage” wine in Saratoga, California. But life took a detour when Vicky accepted a job in New Jersey, and the couple bid farewell to their vines and budding dream. Still, they carried a barrel of Mike’s wine with them, sharing it with friends and keeping their vision alive. Five years later, they found the perfect vineyard property in the heart of Dry Creek Valley, and Amista Vineyards began to take shape.

A Focus on Rhônes and Sparkling Wines

Today, Amista is celebrated for its exceptional sparkling and Rhône style wines, crafted exclusively from certified organic grapes. Under Vicky’s leadership, it has become the premier sparkling wine house in Healdsburg, offering a collection of seven sparkling wines, made using the traditional method used to make fine French Champagne.

Amista Means Making Friends

Vicky strives to maintain a small, family-owned winery that fosters personal connections with its guests. To her, wine is more than a beverage – it fosters relationships, creates memories, and enriches life’s joyful moments. The name “Amista,” which means “making friends” in Spanish, reflects the warmth and hospitality at the heart of the winery’s mission.

A Sustainable Future

Vicky and the Amista team are dedicated to sustainability, innovation, and connection. Achieving organic certification for their estate vineyards in 2024 was a milestone aligning their farming

practices with their values. This reflects Vicky's vision for a future where Amista's wines embody the vibrant character of Dry Creek Valley while safeguarding the land for generations. Visiting their tasting room is a chance to celebrate the joy of wine, friendship and the spirit of wine country living.

From Tech to Terroir

Before transitioning into the wine industry, Vicky enjoyed a successful career in global technology companies and later as an executive coach and leadership consultant. She was also a partner at Scion Advisors, working with family-owned wine businesses in Napa and Sonoma and co-leading CEO roundtables with top wine industry leaders. Today, Vicky lives on Amista's estate vineyards with her two Shelties, Torin and Dylan, savoring the beauty of wine country and the community it inspires.

Sharing the Amista Story

Vicky and winemaker Ashley Herzberg are thrilled to invite you to share their stories and their wines on this AMA Waterways cruise in the heart of France, the birthplace of Rhône varieties and the world's most famous sparkling wine, Champagne. This cruise, sponsored by the Winegrowers of Dry Creek Valley, provides a unique opportunity to connect with people who share the spirit of Dry Creek Valley—a place where wine is beautifully paired with life.

ASHLEY HERZBERG – WINEMAKER, AMISTA VINEYARDS

From Chemical Engineering to Winemaking

Ashley Herzberg's path to winemaking began unexpectedly, blending her technical expertise with her love for community and connection. After earning a degree in Chemical Engineering from the University of Nevada, Reno, in 2006, Ashley moved to Sonoma County to work a harvest at Owl Ridge, a custom crush winery. By her second day, she knew winemaking was her calling. At Owl Ridge, she gained invaluable experience working with over 40 clients and learning from renowned winemakers such as Merry Edwards and Greg Lafollette.

Building Expertise as a Winemaker

In 2007, Ashley joined Mauritsen Wines in Dry Creek Valley as an Enologist and quickly advanced to Assistant Winemaker. Her time there deepened her knowledge of crafting diverse wine styles and working with talented winemakers. After nearly four years, Ashley decided to take a leap of faith, transitioning to consulting and becoming the winemaker for Amista Vineyards in January 2011.

Pioneering Sparkling and Rhône Varietals at Amista

At Amista, Ashley embraced the opportunity to specialize in Rhône varieties and sparkling wines made from the estate's Morningsong Vineyards. Over the years, she has expanded the sparkling wine collection, crafting each wine using the traditional method while using non-traditional grapes, including several Rhône varietals. These unique creations have become a hallmark of Amista's innovative approach to winemaking.

Championing Sustainability

Ashley has been the driving force behind Amista's commitment to sustainability, culminating in the organic certification of their estate vineyards in 2024. This milestone reflects her deep commitment to preserving the environment and producing wines that honor the land they come from.

Winemaking as a Family Affair

For Ashley, winemaking is more than a profession; it's a way of life. Her two children often join her in the vineyards, sampling grapes and even helping during harvest. Sharing her passion for wine with her family brings her immense joy and reinforces her belief in the power of wine to bring people together.

Sharing the Amista Story

Ashley and proprietor Vicky Farrow are thrilled to invite you to share their stories and their wines on this AmaWaterways cruise in the heart of France, the birthplace of Rhône varieties and the world's most famous sparkling wine, Champagne. This cruise, sponsored by the Winegrowers of Dry Creek Valley, provides a unique opportunity to connect with people who share the spirit of Dry Creek Valley—a place where wine is beautifully paired with life.



DUTCHER CROSSING

NICK BRIGGS – WINEMAKER, DUTCHER CROSSING

Nick Briggs, a Cal Poly San Luis Obispo graduate (2005), has deep winemaking roots spanning much of California. Starting in Napa Valley, he gained extensive experience working with world-renowned Cabernet Sauvignon grapes and crafting wines from varietals like Chardonnay, Sauvignon Blanc, Pinot Noir, Petite Sirah, Zinfandel, and Syrah.

Since joining Dutcher Crossing in 2012, Nick has played a pivotal role in elevating the winery's offerings. Collaborating with founder Debra Mathy and learning from founding winemaker Kerry Damskey, he has maintained the winery's commitment to excellence while expanding its portfolio high quality, single-vineyard wines.

Based in Healdsburg with his wife Kelly and daughter Devon, Nick is both a hands-on winemaker and a warm presence at events and in the Tasting Room, sharing his expertise and passion with customers at Dutcher Crossing Winery.



**DANI AND MIKE PRICE – PROPRIETORS,
FAT DRAGON**

Dani and Mike Price are the owners of Fat Dragon, a 30-acre vineyard property, agricultural farm stay, and wine brand that produces world-class estate grown Cabernet Sauvignon and Rhône varietals including Grenache, Syrah and Mourvèdre in the heart of Dry Creek Valley in Healdsburg, California.

Dani began her wine career at the Smith & Wollensky Restaurant Group in New York City, where she quickly rose to oversee a \$30 million corporate wine program spanning 17 restaurants and then joined the opening leadership team at Wynn Resorts, where she spent seven years as its executive director of wine. She built and managed a \$42 million annual operation, overseeing 29 dining outlets, 11 bars, five nightclubs, and extensive banquet services across their 2 Las Vegas and 2 Macau properties and her team of 24 sommeliers set the standard for luxury wine programs.

Mike is a high-growth health tech executive experienced in helping companies scale. In 2023 he left his most recent corporate gig after spending 5.5 years helping scale the company from a Series B startup with \$5 million in revenue and 100 employees to a Series E unicorn with more than \$300 million in revenue and 750 employees, first as its SVP of Sales & Partnerships and more recently as its SVP of Corporate Development.

In 2012, Dani and Mike launched Maison du Prix Wines, an online retailer that specializes in collectible fine wines and they continue to operate it today from their Healdsburg property alongside Fat Dragon.

LUKE STANKO- WINEMAKER

Luke Stanko is a Michigan native whose deep-rooted passion for farming and craftsmanship led him to pursue studies in horticultural science at Michigan State University, followed by specialized

training in viticulture and enology at Brock University. With a strong belief that wine should be a true reflection of the land from which it comes, Luke's winemaking philosophy is centered around creating wines that authentically express their terroir.

In 2022, Luke joined Fat Dragon Vineyards with a clear vision: to craft wines that capture the essence of the vineyard and the unique characteristics of each vintage. His commitment to quality and his understanding of the intricate relationship between the vine and the environment are at the heart of his work, resulting in wines that showcase both craftsmanship and a deep connection to place.



LAUREN FREMONT – EXECUTIVE DIRECTOR, WINEGROWERS OF DRY CREEK VALLEY

The Paris-native started her career in NYC in 2003 working in fine-dining event management for the likes of Thomas Keller

and Daniel Boulud. In 2009 she started her own luxury event company and expanded internationally, producing \$2M+ events and earning recognition from Martha Stewart Weddings and New York Magazine. By 2019 she became the Director of Experiences at Boston Ballet, leading a record-breaking \$2.5M annual galas and increasing donor engagement. Lauren made the move to California in 2022 and became the Executive Director at Winegrowers of Dry Creek Valley, to revitalized brand trust, secured sponsorships, and led large-scale events.

AMANDA BROWER – MARKETING AND PR MANAGER, WINEGROWERS OF DRY CREEK VALLEY

Amanda comes from a career in advertising with Sonoma Media Investments at The Press Democrat and management at Region Sonoma Wine Bar. She brings extensive experience in helping local businesses market themselves to the community and has formed strong partnerships with wineries throughout Sonoma County. She is the voice and face of the brand that is Dry Creek Valley and has made the AVA relevant and forward thinking.