



PATZ & HALL

**Anne Moses
Founder, California Sales & Marketing**

Anne Moses brings a unique perspective to the sales and marketing of Patz & Hall wines in California. As a gifted enologist, who has spent nearly two decades helping to craft Patz & Hall's acclaimed portfolio of Chardonnays and Pinot Noirs, and as the winery's president from 1988 until 2005, Anne possesses an intimate understanding of the many details that have shaped Patz & Hall's success.

Born and raised in California, Anne discovered her passion for wine while studying at the University of California, Santa Cruz, where she met fellow wine enthusiast James Hall. Together, the two each pursued their shared interest, with Anne taking classes in enology and viticulture at the University of California, Davis, before returning to Santa Cruz to complete her degree in biology. After graduation, Anne became the enologist for Far Niente, where she began refining her skills working with premium Chardonnay fruit. This exposure to high-end Chardonnay continued when Anne joined the Spring Mountain winemaking team in 1985. Later her skill set expanded to include Pinot Noir in her role as enologist for Marimar Torres Estate. In 1994, Anne was appointed enologist for Cain Vineyard & Winery where she worked closely with winemaker and general manager Chris Howell. Anne soon became an indispensable part of the Cain team and was promoted to national sales manager. Anne excelled in this position, significantly refining Cain's national sales and marketing programs.

Since its founding in 1988, Anne has been an essential part of the Patz & Hall winemaking team, working closely with James to establish the winery's reputation for excellence. Her extensive expertise has also been key to establishing a top-notch sales and marketing program for Patz & Hall in California. A passionate lover of both Chardonnay and Pinot Noir, Anne has traveled widely throughout France, exploring the rich winemaking traditions of Burgundy and other important wine regions. In addition, Anne constantly augments her comprehensive wine knowledge by regularly evaluating wines from around the world with Master Sommelier candidates.

Combining her winemaking ability, business acumen and comprehensive sales and marketing knowledge, Anne has been pivotal in establishing the successful long-term vision for Patz & Hall.