

SARA BEER - PILCROW

Pilcrow was founded by wine-industry veteran Sara Beer. Raised in the United States by European parents, Sara discovered her passion for food, wine, and travel early in life. Sara moved to the Napa Valley almost 20 years ago, and has worked with several iconic wineries, most recently leading the California sales team for Duckhorn Wine Company.

Taking on the role of winemaker was a new one for Sara. She has been the grateful beneficiary of tremendous tutoring from many role models, mentors, and friends. Her role models include those who have made some of the great wines dotting the hillsides of the Napa Valley; think Mayacamas, Diamond Creek, and Dunn. Her mentors include some of the most thoughtful vintners in both the new world and the old, including John Williams, Jean-Michel Comme, and Jean-Nicolas Méo. Her friends—including Marco DiGiulio, Keith Emerson and Toshiaki Wakayama—have helped define, challenge, and develop the wine itself.

All these influences and teachers have instilled and enriched the fine-wine ambition that drives Pilcrow. Speaking to the Napa Valley Register, Sara (along with her husband Jonah Beer) remarks that “we’ve always been fascinated by the history in Napa Valley and what the pioneers in the ‘60s, ‘70s and ‘80s were doing in terms of Cabernet. We really wanted to explore that ourselves. Our focus in wine has always been about site, and about wines that are perhaps a little bit quieter and more age-worthy – and then putting that into practice.”

Sara Beer

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