



Susie Bynum, National Sales & Marketing

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A third generation member of one of California's pioneering wine industry families, Susie Bynum's marketing experience and sales expertise is virtually unsurpassed.

For one thing, child labor laws never applied to Susie. At three years of age, Susie's tender feet were busy at work stomping grapes in the family garage for some of the very first vintages of Davis Bynum wine.

Her lineage runs deep. Grandfather Lindley was a wine judge and wrote one of the very first books on pairing food with California wines. In the early sixties, father Davis gave up his day job as a reporter for the San Francisco Chronicle to become a full-time winemaker, and the entire family - including Susie - all got into the act.

"As a kid, I'd ride with Dad up to Napa Valley and pick grapes during harvest at my grandfather's vineyard, behind what is now Whitehall Lane Winery," said Susie. "Our family friends were August Sebastiani and Louis Martini - and our neighbor in Berkeley was Narsai David, one of the Bay Area's most famous chefs. Wine and food have been a part of my life literally since the day I was born."



For most of her life, Susie worked at one capacity or another for Davis Bynum Winery, which was the very first winery established on Westside Road in Healdsburg. At the time of the winery's sale in 2008, Susie was its General Manager. She also is an accomplished chef and former restaurant owner, which gives her a unique understanding of the restaurant industry.

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