

Bradley Alderson - Professional Biography



1972 graduate from the University of California at Davis with degrees in Chemistry and Food Biochemistry with a focus on Enology. My winemaking career started at A. Perelli-Minetti and Sons/California Wine Association immediately after graduation. In 1975 I moved to the Lodi, California area as winemaker at Montcalm/Felice Winery (this winery would later be renamed the Woodbridge Winery). In 1978 Robert Mondavi took control of the facility and retained me as the winemaker. We produced a bit over 70,000 cases that starting year of Woodbridge and over the next 26 years that grew to be to be a twelve million cases all crushed and made at Woodbridge. My responsibilities evolved from founding winemaker to General Manager and Vice President of Woodbridge. The Robert Mondavi Corporation became a public company in 1993. The Robert Mondavi Corporation was acquired by Constellation Brands in 2004. I left Woodbridge at the end of the harvest in 2007 and now work as an independent advisor on wines, winemaking and winery operations for wineries both in Lodi as well as other wine regions. With my wife and others I am a partner in a local Inn/restaurant and several coffee houses in the bay area.

I also have a Masters degree in Business Administration from Pepperdine University. I have served as a board member and President of the American Society of Enology and Viticulture (ASEV). During my tenure I co-founded the Unified Wine and Grape Symposium with Robert Hartzell and Dr. Richard Peterson. I have been President of the Lodi District Vintners Association. I belong to the American Wine Society, the Society of Wine Educators and the Brotherhood of the Knights of the Vine. I am a judge and panelist in numerous U.S. wine competitions, including the California State Fair. I am a CWS in the Society of Wine Educators. In 2004 I was named "Agribusiness Person of the Year" by the Lodi Chamber of Commerce for work on the region's agricultural success. I received the Lodi Winegrape Commission's Award of Merit for my service to the Lodi wine community in 2008.