La Vie Dansante Branding Kit:

**Background on La Vie Dansante Wines, LLC**

La Vie Dansante Wines was incorporated in June of 2013 with the intent of being an umbrella company over my wine industry endeavors. LVD’s original five-year plan was centered on teaching, leading tours, and hosting wine-related events with some thought of producing a limited amount of wine “for fun”. Since that time the plan has been completely rewritten and La Vie Dansante Wines is now a full-scale winery creating Rhone varietal based wines in Gilroy, CA as part of “Blended, a Winemaker’s Studio”. Education remains a major part of LVD’s Mission Statement

**Background on Jeffrey Fadness, owner/winemaker**

I came to the wine industry in the spring of 2009 when my plans for a year-long sabbatical from the corporate world went awry in only the first week. Instead of playing golf and travelling I spent my sabbatical working with Jason Goelz as he built Jason-Stephens Winery.

During my “Internship” at Jason-Stephens I began my journey into the world of wine knowledge by voraciously consuming everything I could find on the subject. I read every book and every magazine I could lay my hands on, took local wine classes and signed up for every online class I could find.

In 2011, seduced by the promise of a steady paycheck and health care benefits, I went back into the corporate world but I couldn’t shake the wine bug. Although I swore I had no intention of ever making wine or starting a winery I enrolled in the Winemaker’s Certificate Program at UC Davis. This intensive 2-year long program is a graduate-level course in the making of wine taught by the leading Viticulture and Enology institution in the United States. Halfway through the course I surrendered to the inevitability of making wine and began planning for my first vintage. I graduated from UC Davis on September 20th, 2014 – the same day I pressed off my first wine.

In April of 2015 I cut my ties to the corporate world, signed a long-term lease on building and land in Gilroy, and began building my dream.

**Contact Information –**

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**Included Images –**

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