

From Karen, Danna and Michael . . .

Three friends, a passion for wine and a love of working and creating together fueled the ultimate development and launch of KaDieM Cellars. As with most passionate and creative endeavors, KaDieM has been a project requiring ultimate patience, perseverance, dedicated commitment, continual learning and overwhelmingly satisfying results.

It takes about three years to develop a Napa Valley Cabernet from grapes in the vineyard to wine ready to sell. After finding the right vineyards for our inaugural vintage, in addition to numerous lunches, dinners and cups of coffee together, we worked on both the actual making of the wine and the operational fundamentals that go into starting a business: Developing a customer list. Opening a bank account and paying taxes. Designing, choosing and ordering all the packaging elements for the wine. Walking the vineyards, harvesting the grapes, checking the barrels. Securing the required permits and licenses. Launching a website and an online store. The milestones of accomplishment and progress are compelling. KaDieM Cellars continues to be a labor of passion fueled by friendship, lots of hard work and ultimately a product that we are all so proud to be able to share with you.

Our brand, KaDieM is the phonetic spelling of our initials and is pronounced KDM. Our logo, three wine glasses entwined, is a symbol of our friendship, the celebration of our families and a toast to our passionate endeavor to create remarkable wines from the Napa Valley.

“K” is for Karen. Originally from Charleston, South Carolina, Karen has called the Napa Valley home for over 15 years. Since long before college graduation, Karen has sold everything - from ice cream and candy to coffee and wine. Following her love of wine and combining it with her natural ability to sell, Karen ultimately moved to Napa and led sales organizations for large wineries. Karen is also a collector of fine wine with a personal wine cellar of more than 1800 bottles of different wines from all over the world. When she isn’t out selling wine, attending industry events or walking black lab, Dudley, she is managing the sales and account development efforts for KaDieM.

“D” is for Danna. Born and raised in the Midwest, Danna moved to California almost 20 years ago as part of a corporate relocation, arriving without knowing much about wine or the area. Settling easily into a routine that included time outdoors every day and get togethers with friends over a glass of wine, Danna started working in the Napa Valley wine industry. With degrees in Economics and Marketing and a background in business management, Danna has led the Marketing and Public Relations efforts for two Napa Valley and continues that work while overseeing the business operations, marketing and PR efforts for KaDieM. Some of Danna’s favorite days are those spent walking the vineyards and working in the winery, seeing each new vintage develop and learning to identify and understand the elements that make each one unique.

“M” is Michael. Michael grew up farming on his family’s ranch in Colorado. He worked his first college summer for food and lodging in the vineyards of Napa Valley. Michael never left California after that first summer back in 1982. His passion and interest in the wine industry began then and developed over many years of hard work and was influenced by many industry experts and experiences. Michael became an assistant winemaker in 1988 and in 1991 began his first venture, launching his own brand Karl Lawrence Cellars. The wines produced under Michael’s direction consistently receive high praise and accolades in the press and Michael continues to apply his creativity to his winemaking - trying new blends, different techniques and the most current technology and production processes.

Danna and Karen entered the wine industry at about the same time, and have worked together over most of the past ten years. Karen and Michael met through mutual friends and Karen has been a vocal supporter of Michael’s winemaking ventures and style. Ultimately, Karen introduced Danna and Michael and ideas about a possible wine we might make together developed. The opportunity to purchase grapes from ideal vineyards in 2009 solidified those plans and KaDieM was formed.

Our vision for KaDieM Cellars is simple. Make limited quantities of acclaimed Napa Valley wine. Don’t ignore the details and don’t sweat the small stuff. The wine is our focus. We each roll up our sleeves every day, acting on our commitment to make the best possible wines, vintage after vintage, to enjoy our time together and to continue to learn and grow.

In every bottle of KaDieM Cabernet, we hope you taste not only the complex richness and balanced flavors of the wine, but also the bond of friendship and the satisfaction from hard work that yields a dream come true.

From Karen, Danna and Michael, we toast to all of life’s moments with you.

