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I believe that the genius of *Wine Business Monthly* is its ability to coalesce disparate aspects of the wine industry and present them in an informative and timely manner, which allows wine industry professionals to develop a more holistic view of the industry. At the same time, *WBM* empowers two types of readers: those who prefer a high-level survey of industry developments, and those who seek the granularity required to improve particular processes or techniques. In this sense, *WBM* offers the “best of both worlds.”

*Wine Business Monthly* offers articles not easily found elsewhere. For example, the recent article on winery design and development not only provided an excellent overview of the issues involved in building a winery, but also provided a balanced presentation of the challenges and benefits inherent in constructing a winery from scratch.

## Fact Sheet

**NAME & TITLE:** Matthew Kluchenek, Proprietor and Executive Winemaker

**WINERY NAME AND LOCATION:** Mind's Eye Winery, Napa, CA. Two questions folks often ask my wife (Maria) and me are, “What inspired you to make wine?” and “Where does the name ‘Mind's Eye’ come from?” Our passion in wine is fueled, in part, by our explorations and adventures to some of the world's great and nascent wine areas—areas such as Châteauneuf-du-Pape, Bordeaux, Provence, the Rhone Valley, Piedmont, Tuscany, California's Central Coast and Mendocino, as well as the Finger Lakes, Michigan wine country and, of course, Napa Valley and its wonderful neighbors. In exploring and experiencing the great wines and winemaking techniques of these and other areas, we developed a vision—in our “mind's eye”—of the types of wine that we want to produce and share with others. Ultimately, for me, Mind's Eye is thus as much about the exploration of wine as the enjoyment and experience of wine.

**ANNUAL CASE PRODUCTION:** About 300 cases.

**PLANTED ACRES:** We source our grapes from vineyards located in St. Helena (Howell Mountain), Oak Knoll and Coombsville.

**CAREER BACKGROUND:** While I am not formally trained as a winemaker, I have been privileged to have learned from several extremely talented winemakers. When I am not pursuing my passion of producing wine, I serve as a legal counselor with respect to financial services matters. While winemaking and law may seem at opposite sides of the spectrum, the skill sets are surprisingly similar, especially with respect to the business side of the wine business.

**WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE?** Given the competitive landscape of the wine industry, it is critical to develop tools to distinguish your wines from other wines. While we focus zealously on quality, we also strategically focus on enlarging our footprint within the industry. In this respect, since launching our brand two years ago in the midst of the recession, we're thrilled not only to have developed a large and growing base of fans, but to have joined the wine menus of such places as Tra Vigne, Calistoga Ranch and Brix in Napa Valley, Gibsons, Blackbird, Mike Ditka's and il Poggiolo in Chicago, and Trump National, mar'sel and Café Pierre in the L.A. area.

**VARIETALS THAT YOUR WINERY IS KNOWN FOR:** Cabernet Sauvignon and Syrah.