

LEDE FAMILY WINES

EST. 2002 | NAPA VALLEY

Sara Gorr **Director of Sales**

Sara Gorr is director of sales for Lede Family Wines and oversees national sales for the three distinct brands: Cliff Lede Vineyards and Poetry in the Stags Leap District of Napa Valley, and FEL Wines from the Anderson Valley and Sonoma Coast.

Raised in Wilmette, IL, on the north shore of Chicago, Gorr grew up with a penchant for the arts. Her artist mother's influence lead her to study film at Columbia College, sing in bands and eventually move to San Francisco to work for a small film company called Red Sky Films. While continuing her study of visual arts, she met Elaine Honig at a photography class at Berkeley. Soon after, Honig offered Gorr a job working for her husband's family winery in Rutherford.

In 1992, Gorr joined the sales and marketing team at Honig Winery. During her tenure at Honig, she had a unique opportunity to wear many hats from grass roots marketing to winery direct and national sales. She developed key relationships with sommeliers and wine buyers. In 2004, she accepted a position at Cliff Lede Vineyards, acting as a key player in the company's growth and development on a national scale. Today, she oversees national distribution for all Lede Family Wines brands.

Gorr resides in San Francisco with her two teenage daughters. In her free time, she enjoys surfing, skiing and practicing yoga.