

Kevin Hinchman
Director of National Sales
Lede Family Wines

Kevin Hinchman is director of national sales for Lede Family Wines, encompassing Cliff Lede Vineyards in the Stags Leap District and FEL Wines from Anderson Valley and the Sonoma Coast.

Raised in southwest Michigan wine country, Hinchman spent most of his childhood at his grandmother's farm in Berrien Springs, in the center of the Lake Michigan Shore AVA. While enrolled at Western Michigan University, Hinchman studied art history abroad in Berlin. During his time in Europe, Hinchman's fascination with wine grew through travels to Burgundy and the Rhône Valley.

Hinchman entered the wine industry in 1995 as a sales person in the wine department of Lambrecht's Liquors. In 1998, he joined Chicago-based distributor Vin Divino as an account manager and national sales representative, and has since held top positions in the luxury wine industry, including director of accounts for Distinctive Wine & Spirits, Illinois market manager for Henriot Inc., and partner of Vinological Agents, an independent wine brokerage firm. Prior to Lede Family Wines, he served as Eastern U.S. sales manager for Patz & Hall, where he oversaw the sales and marketing for the winery in 28 states.

Hinchman enjoys cooking, reading contemporary literature, listening to early 20th century French classical music, and expanding his wine knowledge by reading about and tasting new wines frequently. And true to the Lede Family rock and roll spirit, he loves Led Zeppelin. He lives in Evanston, Illinois with his wife and two daughters.