



Dear Friends,

In thinking about what we are thankful for, first on our list are always family and friends—especially friends who are like family to us. Chuck Greenwald, the Director of Hospitality at Snake River Sporting Club, the words gracious, humble, committed, a constantly in motion divergent thinker is one of the first whom came to mind.

Mario and I met Chuck about 1.5 years ago at the Club. We had just finished a half day fly fishing on the Snake River (one of our favorite past-times ) when our distributor, Purveyors of Wine, brought us back to the Snake River Sporting Club to introduce them to our wines. That is exactly when we met Chuck and had an instant liking of one another. Our relationship has now blossomed and we have become friends, not just vintner-customer. That night we learned that Chuck is a Californian by birth and

was raised in Santa Ynez (another one of our most frequented valleys). His history in the hospitality industry runs deep.

Chuck worked at Alisal Guest Ranch in Solvang, California as a teenager. After high school, he attended Whitman College in Walla Walla, Washington where he studied Modern US history. Summers throughout college, Chuck worked in Alaska on Sockeye Salmon fishing boats. After college, Chuck alternated working at ski resorts in Durango, Colorado during the winter season with working in fine dining in Alaska during the fishing season.

Chuck met his future wife at a New Year's Eve party— in Jackson of all places. Within a year they relocated to Manhattan where she was from and were soon married. In NYC, he was employed first by the Patina Restaurant Group which ran 50 units in Los Angeles and NYC. There he made a leap into the burgeoning new

*"I was blown away by the quality and value of the Rosati Cabernet Sauvignon when first introduced to it by our local distributor. The care taken in the vineyard and the cellar is evident and the wine shows great dark fruit with well-integrated tannins — very balanced and rich."*

*"Our members have been thrilled to have a stellar California Cab with a few years of aging (we are currently pouring the 2012) and it has become our top selling red wine by the glass. The Rosati's story and genuine passion for the industry give the wine an integrity that rivals its quality and we are grateful to have it in our collection."*

— CHUCK GREENWALD  
Director of Hospitality  
Snake River Sporting Club

technology of restaurant management. Yelp, Open Table, etc. were new on the scene and he was eager to learn about this nascent aspect of the culinary industry.

While still in NY, he moved to a smaller group, David Burke, where he learned about programming events, promotions, partner relationships, and on-line reputation management. His final role in the east was to work for Plan-Do-See. This was a Japanese company that created spectacular private events and weddings for the Japanese culture. Here he was the Senior Director of Marketing.

But, the call of the west was strong. He and his wife decided to return to Jackson upon learning they were expecting their first child. Chuck worked for Sightline Hospitality for a number of years. This organization had refurbished several hotels and restaurants nationally and recently entered the Jackson market. He became the General Manager of Glorietta Trattoria which offered contemporary Italian cuisine, a best-in class cocktail program and an extensive Italian wine collection.

In April of 2021, Chuck met Sandy Beall (founder of the Ruby Tuesday restaurant chain and proprietor of Blackberry Farm and Blackberry Mountain in Tennessee )



who had recently become an investor in the Snake River Sporting Club. Chuck then became the Director of Hospitality, largely focused on food and beverage. His role is now expanding into the management of the Club's growing lodging operation.

**The Snake River Sporting Club** is an amazing property nestled near the Grand Tetons and the Snake River. This locale offers golf, skeet shooting, swimming, archery, fishing, cross-country skiing, and snow shoeing. With Chuck at the helm of the consumer experience, you

cannot go wrong with a long stay at the Club. If you are lucky enough to visit here, say hi to Chuck and let him know that you are a fan of Rosati Cabernet!

We hope you enjoy a lovely Thanksgiving with family and friends. And, as you plan for **holiday gifting**, please keep us in mind. We can ship in California and in most states in North America.

Warmly,

*Danelle and Mario*



*At Rosati Family Winery, our goal has been to consistently create a food-friendly wine that reflects our beloved Mendocino Ranch—its fresh earthiness, its daily warmth, and complementary foggy evening breezes; a wine that is pure and prominently derived from estate grown 100% Cabernet Sauvignon grapes.*