



Robert Wetzel

National Sales Manager / Family Partner

Robert Wetzel grew up among his family's vineyards in Sonoma County right next door to the winery started by his parents in 1975: Alexander Valley Vineyards. This gives him a unique perspective on California winemaking. As a young child he and his siblings were fortunate to live and play in one of the most beautiful areas in the US – California's Alexander Valley.

Over the years he has worked in all aspects of the business - from pruning vines in the vineyard, to the long hours of crush, in the cellars, on the bottling lines and handling the many details in the office. With decades of hands-on experience he easily decided to join the family business.



Robert headed up Southern California Sales after graduating from the University of Southern California with a communications degree in 2001. In 2002 he was promoted to Midwest Regional Sales Manager, covering nine states and he moved to Chicago. In 2007 he was named Alexander Valley Vineyards National Sales Manager while keeping his regional territory. Today, he is responsible for National and International sales activities for our family owned winery.

As a 3rd generation family member and partner in the family operated business, Robert continues in a position first held by his father four decades ago. His two children, like him, are growing up playing in the family vineyards and loving the property that multiple generations of the Wetzel family call home.

Contact: Robert Wetzel 323-481-0124 or rw@avvwine.com



Our family creates wines of distinction for everyone.

Healdsburg - Sonoma County - California

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