

WHITEHALL  
LANE

NAPA VALLEY



PRESS KIT

[whitehalllane.com](http://whitehalllane.com)

# GROUNDING IN TRADITION, STEWARDS OF THE FUTURE

Napa Valley's Whitehall Lane was founded on old-fashioned principles: the importance of family, wines as an honest agricultural product, and a winery as a place to welcome guests with inclusive hospitality. While the family business still embodies those values, it is looking to its future as it celebrates its 30th anniversary this year.



Having three generations involved in this family-run winery (one of the few remaining in Napa), Whitehall Lane's focus is on sustainability, modernization and creating boundary-bending wines of the highest quality.

Find out why Whitehall Lane has been called “one of Napa’s best-kept secrets” — one where exciting, fun and meaningful opportunities to enjoy fine wine await.



# FAMILY IS EVERYTHING

THE HISTORY AND PRESENT-DAY STORY OF  
WHITEHALL LANE



Tom Leonardini Sr. can't really remember how he fell in love with wine, but it probably had something to do with his Italian heritage. Though the family originally hails from Genoa, their history in the San Francisco Bay Area dates back to the late 1880s, when Tom's parents settled on a farm in Sonoma County. Family gatherings were boisterous events filled with incredible food, plenty of wine and conversations as spirited as the drinks served around the big table.

On a Monday in 1993, lifelong wine lover Tom Leonardini Sr. learned that a small winery in St. Helena was for sale. An entrepreneur at heart and believer in the benefits of investing in real estate, his interest was immediately piqued. By Friday, he was the property's new owner.





# FAMILY IS EVERYTHING



Since purchasing Whitehall Lane in St. Helena 30 years ago, the Leonardini family has built the brand to an impressive yet manageable level. Whitehall Lane now owns eight vineyards in Napa and Sonoma.

Through his own passion and dedication to Napa Valley wine, Tom Sr. has passed his love for the wine business along to his children and grandchildren, who are actively involved in the day-to-day operations of the business.





# WHITEHALL LANE FAMILY

**Katie Leonardini, Vice President of Operations,** launched a successful career in the financial services industry after receiving a political science degree from Gonzaga University and a graduate degree in education. She earned the title of vice president of operations in 2012. She brings a deep understanding of financial and business management, which has been critical to overseeing the growth in vineyard and winemaking operations at the company. Katie's oldest son of three children, William Melancon, recently graduated from Cornell University with a viticulture/enology degree.





# WHITEHALL LANE FAMILY



**Tom Leonardini, Jr., Vice President of Distribution**, started his career driving delivery trucks and stocking retail shelves for a large wine and spirits marketing company in California. He joined Whitehall Lane as vice president of distribution in 1994 and manages all national and international sales.

Sales have more than tripled under his leadership, and he has been successful at opening emerging markets domestically and internationally. Tom is a graduate of Santa Clara University and earned his MBA at the University of San Francisco.





# WHITEHALL LANE FAMILY



**Tom Leonardini III, Cellarmaster,** is the first member of the third generation to work at Whitehall Lane. He puts a knack for problem solving and a talent for repairing equipment to good use. Tom's experience with wine is all hands on; he worked in the cellar at other brands before returning to the family business. He started at an entry-level job in the winery (no special treatment) and worked his way up to the cellarmaster position.

Hard work and humility pervade the family's DNA. This isn't the place to go for Napa's most luxurious experience – rather, the stop for anyone who wants to feel like they're being welcomed by old and dear friends. It's not unusual for a member of the Leonardini family to be the one waiting for you with a glass and a smile.





# WINEGROWING AND WINEMAKING AT WHITEHALL LANE

Wines are made by **Jason Moulton, Director of Winemaking and Viticulture**. Jason had an early interest in the hospitality industry, which introduced him to the world of wine. His first job out of college was at a winery in his home state of Illinois. He attended Lincoln University in New Zealand to earn a postgraduate diploma in viticulture and enology. After working with cool-climate grapes in New Zealand, Jason made the jump to a warmer climate and went to Bordeaux, then South Africa. Jason moved to Napa Valley in 2007 and has been at Whitehall Lane since 2016.



Jason believes in crafting honest wines and being transparent about the way they are made. Whitehall Lane wines aren't made by a chemist in a lab; they're made simply with a mix of science and art to reflect the place where they're grown and the true flavor of each varietal. All of the red wine programs are bottled unfinned and unfiltered. Soon, all wines will be gluten free and vegan.



# LOOKING TO THE FUTURE

WHEN THE LEONARDINI FAMILY LOOKS TO THE FUTURE OF WHITEHALL LANE, SEVERAL THINGS ARE VERY CLEAR.

Thanks to Tom Sr.'s business acumen and commitment to building a sustainable company, Whitehall Lane is moving into the future with an incredible amount of stability and flexibility in how they make decisions and new investments. That means they can continue to do things the right way, taking into account what is best for the company as well as what is right for the family and the community.





# LOOKING TO THE FUTURE

## **Sustainability is a priority.**

In addition to financial sustainability, environmental sustainability is top of mind. The family loves the outdoors and spends much of their free time on activities such as hiking, bicycling, fishing and playing sports. To preserve clean and healthy spaces for future generations, Whitehall Lane is certified by Napa Green and is in the process of implementing additional sustainability measures related to water and energy conservation and regenerative farming methods.





# LOOKING TO THE FUTURE

**A commitment to investing in the best vineyard and winery technology continues.**

Whitehall Lane has already invested in state-of-the-art technology designed to monitor and conserve water usage in its vineyards and winery. Moulton has researched and brought in top-of-the-line winemaking equipment to modernize operations. The company continues to look for technologies that improve operations, its impact on the environment and improving wine quality.





# LOOKING TO THE FUTURE

**This is a place where creativity and diversity in winemaking are celebrated.**

Whitehall Lane's focus has always been Cabernet Sauvignon, Cabernet blends, Merlot and Sauvignon Blanc. However, it doesn't limit itself to the obvious choices for a Napa winery. A small planting of Semillon allows for the production of a White Bordeaux-style wine as well as a single-variety Semillon. A love of sparkling wine led Whitehall Lane to acquire Pinot Noir and Chardonnay vineyards in the Sonoma Coast. In addition to its sparkling wine, the company produces single-variety bottlings with these grapes.





# WHITEHALL LANE LEGACY



All of these priorities are designed to keep Whitehall Lane's legacy agile well into the future. But most importantly, these assets allow Whitehall Lane to make the best wine possible and deliver it to the people they care about most: guests, ambassadors, valued clients, and their family.





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