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AMY HOOPES, PHIL LONG NOMINATED FOR WINE STAR AWARDS
Wine Enthusiast Magazine Recognizes Two Livermore Valley Leaders

Livermore Valley, Calif. (October 22, 2020)—Two members of the Livermore Valley wine community were recently honored with nominations for the wine industry’s prestigious [Wine Star Awards](#), produced and presented by Wine Enthusiast Media. Now in its 21st year, the awards program annually recognizes individuals and companies that make outstanding contributions to the wine and alcohol beverage world. Amy Hoopes, [Wente Family Estates](#) president and past president of the [Livermore Valley Winegrowers Association](#), was nominated in the category of Wine Executive of the Year. [Longevity Wines](#) founder and winemaker Phil Long was nominated in the Social Visionary of the Year category for his work this year as the new president of the [Association of African American Vintners](#). The winners will be announced in the Best of the Year issue of Wine Enthusiast Magazine.

Amy Hoopes

As president of Wente Family Estates. Hoopes’ role includes oversight of sales, marketing, hospitality and retail operations for the family-owned wine portfolio. This includes Wente Vineyards (the oldest, continuously operated family-owned winery in America), [Murrieta’s Well](#), Entwine, Hayes Ranch, Angel’s Ink and Unsullied brands, as well as the lifestyle operations: The Course, at Wente Vineyards, Wente Vineyards Tasting Lounge and Murrieta’s Well Tasting Room.

Hoopes is heading a long-term, brand-driven strategy with the ultimate goal of positioning Wente Family Estates as one of the most respected family-owned wineries in the world. She joined Wente Family Estates in 2007 as vice president of marketing and worked on the alignment of brand strategy and portfolio mapping, while managing Wente 4th and 5th generation family members. Today, she focuses on brand strategy and guest experience, working with a team of marketing, sales and hospitality leaders at Wente.

This is the second Wine Star nomination for Hoopes, the other being in the Social Impact category in 2018. The Wente family was named American Winery of the Year in 2011 for its contributions to the American wine industry, spotlighting the historic Livermore Valley where the company was established by Carl Wente who came to California as an immigrant 137 years ago.

Phil Long

Phil Long is the founder and winemaker of Longevity Wines, which recently became a nationally distributed brand thanks to a partnership between Long and the Franzia family’s Bronco Wine Co. In 2020, Longevity grew to be, in terms of cases sold, one of the biggest nonwhite-owned wineries in the U.S.

After serving as vice president in 2019, Long became president of the Association of African American Vintners in January 2020. He is a passionate spokesperson for diversity, equity and inclusion in the wine industry and was quoted in numerous impactful articles and broadcasts throughout the year. He also was named a 2020 Agent of Change by Diablo Magazine.

Under Long's leadership, AAVV funded the [Black Winemakers Scholarship Fund](#) in partnership with Urban Connoisseurs. United Negro College Fund will administer the scholarship, making two \$5,000 awards each school year starting in 2020-21. AAVV also established scholarships for all WSET levels with Napa Valley Wine Academy and recently launched an [online wine shop](#), making member wines available to consumers in more than 40 states. Powered by VinoShipper, the new store offers the largest selection of African American wines for sale online.

About the Wine Enthusiast Wine Star Awards Process

This year, all full-time and contributing divisions (Sales, Events, Marketing, Editorial) of Wine Enthusiast Media were invited to submit nominees for our Wine Star Awards categories and submitted their nominations anonymously, with explanations of what made the nomination appropriate for consideration. That list of nominees was then sent to the group for anonymous voting to cull the larger nominee lists down. Final winners were chosen from the culled down list by the Executive Publishing team with selections based on many factors, including impact on consumers and trade in the wine, spirits, or beer space, commercial successes, company/brand vision, and trendsetting. The Wine Star Awards are an overall beverage industry awards program. While the editors are invited to participate, this is a collaborative program incorporating the input of all divisions of the Wine Enthusiast company and is not a specifically editorial franchise.

About the Livermore Valley Winegrowers Association

The Livermore Valley Winegrowers Association is a 501(c)6 organization that supports the wineries, growers and members in the Livermore Valley American Viticultural Area through educational and marketing programs. For more information, please visit www.LVwine.org

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