

Quinn Kraft ~ Director of Hospitality & Membership Baldacci Family Vineyards

Quinn Kraft fell in love with the romance of wine at an early age. His mother comes from French roots, and often hosted extended family with ties to the industry. From the outset, he was raised with a deep appreciation of wine and its cultural impact, which was always destined to be a part of Quinn's life.

Born in San Diego and raised along the California Coastline, Quinn's parents both led busy professional careers and often took their youngest child with them to experience their world. These early interactions with professional adults gave Quinn a worldliness and maturity that propelled him towards artistic endeavors, and in particular music. Through the arts Quinn became confident and at ease in front of an audience. He soon found himself leveraging these strengths in the Napa Valley.

"In 2012, my father, Dr. Ronald Kraft, accepted the position as President of the Napa Valley College. I had already decided to move north, to the Bay Area, where the art scene was vibrant and with my family's move to Napa, it all came together for me in the wine industry," Quinn recalls. His first jobs were in winery events and the tasting room, where he quickly realized that his heart was in hospitality and with the engagement that comes



from the diversity of visitors to the Napa Valley. He promptly rose through the hospitality ranks at Grgich Hills Estate and soon found himself helping to lead a small team that was focused on outstanding customer experiences. The mentorship that Quinn received from the Grgich family and its directors deeply impacted his view of the Napa Valley wine industry. In particular, it was the authenticity and volatility that comes from farming that shaped his appreciation for how challenging it can be to create beautiful wines, year after year.

In 2018, Quinn was hired by Baldacci Family Vineyards to manage all aspects of the customer experience. From membership to onsite and recently, online tastings, Quinn has been tireless in his dedication to create an exceptional wine encounter that is specific to each guest. He believes that everyone's wine journey is deeply personal, "Wine has this incredible way of forging relationships and breaking down the barriers between people", Quinn adds. The small, family owned, and operated Baldacci winery allows him to be innovative and free to develop such personalized experiences and to not be constrained by any set hospitality formula.

"I hold a WSET Level II certification and I will soon complete the Wine Business Management program at Sonoma State University. Each day, I am motivated to share my wine stories and experiences with our guests while also taking the time to hear what is most important to them. I feel privileged to share the Napa Valley in such an authentic way."