



Family Member Profile:

Anthony Arger

Arger-Martucci Vineyards



Anthony Arger, son of Kosta (Owner/Winemaker/Cardiologist) & Julie Arger, joined Arger-Martucci Vineyards as the Director of Sales & Marketing in January 2009. Prior to working at his family's winery, Anthony worked as a Financial Analyst in New York City. He attended Bates College (Class of '06) in Maine where he played football and earned degrees in Political Science and Spanish. He spent time in New York between his freshmen and sophomore years at Bates and decided he wanted to move there after graduating. After receiving several job offers, he accepted a position with Morgan Stanley and soon found himself crunching numbers during the day and marketing his family's wines after work and on the weekends. Before long, he helped the winery land a New York distributor, along with several key accounts including *The Capital Grille* at Grand Central Station and *Morrell's Wine Bar* in Rockefeller Center.

In the summer of 2008, Anthony arranged to have the winery's website re-built and naturally became even more involved with the marketing side of the business. Summer turned to fall and as his daily tasks of analyzing financial transactions and creating excel models became increasingly laborious and repetitive, and the prospect of working in the wine industry and learning how to run a business (he plans to return to Graduate School and earn his MBA) became more and more intriguing. He proposed the idea of moving to Napa to take on the responsibility of marketing the wines externally (Arger-Martucci has a wonderful tasting room in St. Helena where they do a large portion of their sales) to his parents and the Martucci family in the late fall, and by Christmas he decided it was time to make the move. He gave notice to his employer in early December and was full-time at Arger-Martucci with the beginning of the New Year.

Now, six months after taking the position, Anthony is happy to report that he is enjoying his responsibilities immensely and is proud to have landed a distributor in Massachusetts (and is working on Oregon, Washington, and Florida), as well as 30 new restaurant and wine shop accounts throughout California.