

LEDE FAMILY WINES

EST. 2002 | NAPA VALLEY

Jason Lede **Hospitality Manager**

Jason Lede is Hospitality Manager for Lede Family Wines, encompassing Cliff Lede Vineyards in the Stags Leap District of Napa Valley and FEL Wines in Anderson Valley. In his role, Jason oversees hospitality operations, manages relationships with Napa Valley wholesale accounts, and represents Lede Family Wines at national trade and consumer events.

Born and raised in Edmonton, Canada, Jason discovered his passion for wine through various internships at Cliff Lede Vineyards, the winery founded by his father in 2002. He spent time getting his hands dirty in the vineyard, analyzing barrel samples in the lab, and helping make wine in the cellar, including the renowned 2007 vintage. After earning his bachelor's degree in Business Administration from the University of San Francisco, Jason travelled to Australia to work the 2010 harvest at MollyDooker Wines. Looking for experience in sales, he then accepted a job at The Wine Cellar, Canada's first independent wine retailer, importer, and distributor. Before moving back to Napa Valley in 2015, Jason earned an Advanced Wine Certificate from the International Sommelier Guild and a master's degree in Business Administration from the University of Alberta. Jason spent his first four years at Lede Family Wines directing wholesale distribution in several states.

Jason lives with his wife and son in the town of Yountville. In his free time, he enjoys barbecuing with his friends and family and giving back to the community through charitable DJing at Napa Valley's best parties.