

LEDE FAMILY WINES

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Sara Gorr **Director of Sales, Western Region**

Sara Gorr is the Director of Sales, Western Region for Lede Family Wines. She helps oversee sales for three distinct brands: Cliff Lede Vineyards and Poetry in the Stags Leap District of Napa Valley, and FEL Wines from the Anderson Valley.

Raised in Wilmette, IL, on the north shore of Chicago, Gorr grew up with a penchant for the arts. Her artist mother's influence lead her to study film at Columbia College, sing in bands and eventually move to San Francisco to work for a small film company called Red Sky Films. While continuing her study of visual arts, she met Elaine Honig at a photography class at Berkeley. Soon after, Honig offered Gorr a job working for her husband's family winery in Rutherford.

In 1992, Gorr joined the sales and marketing team at Honig Winery. During her tenure at Honig, she had a unique opportunity to wear many hats from grass roots marketing to winery direct and national sales. She developed key relationships with sommeliers and wine buyers. In 2004, she accepted a position at Cliff Lede Vineyards, acting as a key player in the company's growth and development on a national scale.

Gorr resides in San Francisco with her two teenage daughters. In her free time, she enjoys surfing, skiing and practicing yoga.