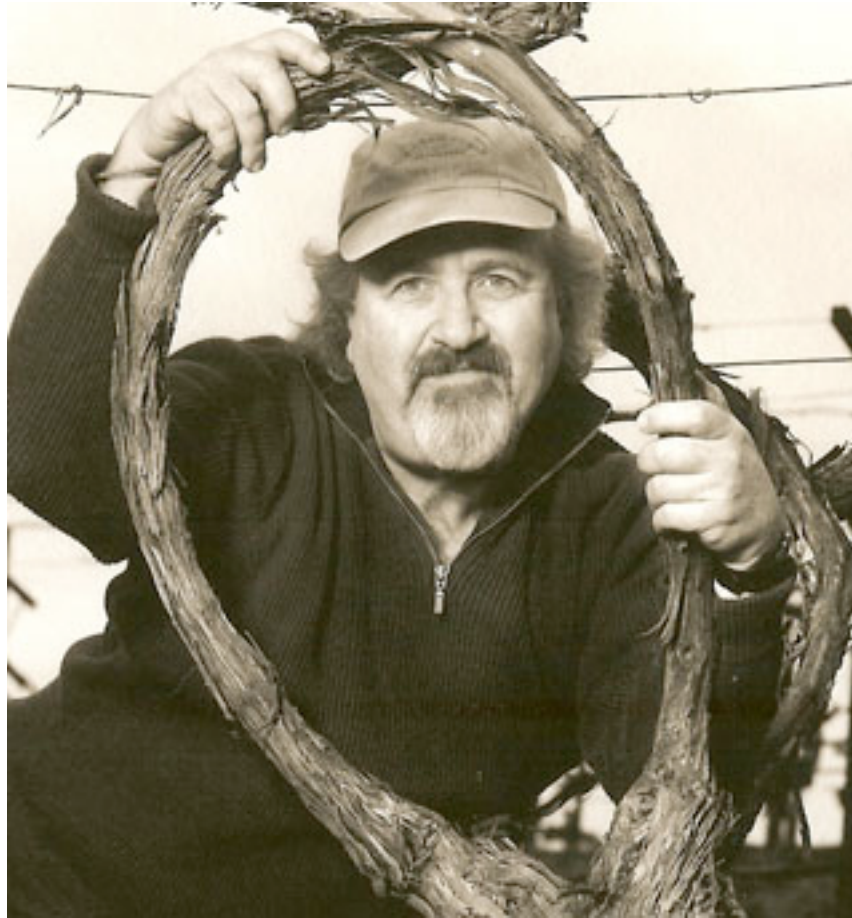


## Phil Steinschriber :: Biography



Phil Steinschriber has been in and around the beverage industry since he was about the age of 12. He had no idea of how influential his father was to him at the time. His father had a 7th grade education and came to this country seeking his fortune when he started in the package industry and Phil would help him out in the store selling such items as Thunderbird, Annie Green Springs and MD 20 20.

Phil received his bachelor's degree from UCLA in 1973. In 1974 he decided to travel and took off for Europe with a one way ticket and a few dollars in his pocket. He hitched up with some people in Amsterdam and traveled through Europe visiting such countries as France and Italy. He thought the countryside was very beautiful with the old vines and vineyards and enjoyed the many wines that he tried while traveling in the back seat of the combi VW van. He returned about a year later and went into business with his father not realizing how important those travels were to his future.

After becoming the wine buyer for the store he was working in with his father, he had to learn more and more about the wine industry. In 1979 his interest was piqued enough to spur him on to wanting to become a winemaker in California. He began taking chemistry course and later transferred to Fresno State where he earned his master's degree in Agricultural Chemistry. He was offered a position in 1983 with a company in the Golan Heights of Israel to produce kosher wines in the California style. He took the position and was mentored by Peter Stern who has an international consulting firm. While there he met Al Brounstein of Diamond Creek Vineyards. Al and Boots visited the winery and at that time Phil suggested that he go to work for him. Al thought it was a joke and laughed it off. After two years he returned to the US and took a position as winemaker in Albuquerque, New Mexico for a short stint. He then returned to California in 1986 and came to the Napa Valley becoming the winemaker for Napa Creek Winery. In the winter of 1990 Phil again saw Al. Again, he asked if Al had something for him and this time, being intrigued, he said he did. Phil became the winemaker for Al on February 1st, 1991 and worked with Jerry Luper who was the consultant at the time.

Phil has produced some superior wines for Diamond Creek Vineyards with many wines scoring 90 and above and some as high as 96 points with many wine critics. He produces the Diamond Creek wines today after setting a tone of softer wines in the 90's and rounder more complex wines in the 2000's. He strives today to make better and better wines by manipulating the vineyards and using modern techniques in wine making.

WaterMark is Phil's own venture and will have a Napa Valley Cabernet Sauvignon and a vineyard designated Howell Mountain Cabernet Sauvignon from Blue Hall Vineyards.