



DISTINGUISHED VINEYARDS
— & —
WINE PARTNERS

Leadership Principles



DO THE RIGHT THING, FOR THE LONG TERM

We act responsibly and with integrity to build enduring brands, to preserve natural resources, and to support the communities in which we work and live.



BE THE FIRST CHOICE WITH CONSUMERS, TO WIN WITH CUSTOMERS

We are customer and consumer obsessed, and we place their needs and interests at the heart of our business.



THINK BEYOND, INNOVATE & ADAPT

We are curious and courageous as we look to future horizons. In constant pursuit of improvement, we are comfortable with change, not with complacency.



DECIDE FAST & MAKE IT HAPPEN

We take action and we hold ourselves accountable. We strive for progress over perfection.



WELCOME DIFFERENCES & STAND FOR FAIRNESS

We seek diverse perspectives and encourage voices to speak up for what is right. We commit ourselves, and our work, toward progress and equality.