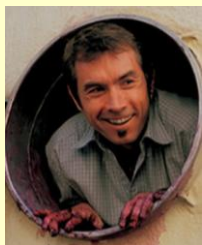




Adam Richardson, International Director of Winemaking, Underdog Wines



Adam Richardson, International Director of Winemaking for Underdog Wines, heads the Global Octavin Artisan Winemaking Team. An accomplished and passionate winemaker, Richardson takes great pride in crafting premium artisan wines that reflect a unique regional terroir. He has extensive experience making wines on five continents and has worked 20 harvests around the globe over the past fifteen years. Working closely with a select group of award-winning winemakers from some of the world's best known wine regions, Adam ensures that each Octavin wine is true to its varietal character, country of origin, and terroir. Mindful of the strong connection between vineyard and grape quality, Adam sources high quality fruit around the globe. "I love working closely with winemakers and growers who share my passion to craft truly distinctive wines".

Richardson received his winemaking degree from Charles Sturt University; Australia's leading wine and food science school. The university is at the forefront of viticultural practices and wine making techniques. "Learning to make wine at a university that produces upscale wines that must pass muster in the marketplace was a wonderful education for me," notes Adam. While still in school, Richardson began a series of winery jobs, starting out doing cellar work and running a crush pad, and eventually being named winemaker at Oakridge Estates in the Yarra Valley [Victoria].

Adam also helped craft fine wines at such notable Australian wineries as d'Arenberg and Normans. His passion and commitment to the craft drew him to California in 1998 where, over the years, he worked with super-premium wineries such as Rancho Zabaco, Anapamu Cellars, MacMurray Ranch and Mirassou. He is also closely involved in winemaking and viticultural research, and frequently participates as a guest speaker and wine educator at consumer and professional forums including the American Society of Enology & Viticulture symposiums and the Society of Wine Educators.

Before becoming a winemaker, Richardson was a Lieutenant aviator in the Royal Australian Navy. "As a youngster, I had a real interest in aviation," notes Adam. "I earned my pilot's license before I ever had my driver's license! It was my love of flying that made me join the Navy." Richardson spent eight years directing maritime helicopter search and rescue missions for the Australian Navy before changing careers prior to turning 30. After holding positions as a search and rescue specialist and instructor of helicopter warfare operations, he served as business and personnel manager of a major naval base. These diverse leadership roles, coupled with his winemaking experience, make him perfectly suited to lead the global Octavin artisan winemaking team.

Besides wine, Adam's other great passion is food. "I love to cook and I love rich, complex dishes. Maybe, that's why my favorite cookbook is from *The French Laundry*. One of my favorite dishes is a de-boned veal breast served on a biscuit of twice-cooked polenta. I also love to do an Asian-spicy scallop salad. Bouillabaisse is another favorite because there are so many versions of it, just as there are so many ways to make wine. To me, nothing is better than spending a night eating and drinking, and discussing food and wine with friends. You can talk all night and never be bored."

As a culmination of his interest in fine wines, Adam planted his own vineyard nestled beside a natural eucalypt forest overlooking Australia's majestic Grampians ranges. The Grampians region, with its cool climate, is one of Australia's most historic wine regions, renowned for producing elegant, complex, and intense wines like Adam's own beloved 'Chockstone' Shiraz and Riesling.

When he's not making wine or cooking, you may find Adam in the mountains climbing, skiing, or barreling down 'single tracks' on his mountain bike.

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