



Vida Valiente Appoints Genevieve Echavarrie as General Manager

NAPA VALLEY, Calif. (October 26, 2023) — Fresh off a recent spate of significant achievements, acclaimed Napa Valley wine label [Vida Valiente](#) is thrilled to announce a new addition to its star-studded team, with the appointment of Genevieve Echavarrie as General Manager.



Vida Valiente's latest hire reflects the high demand and nascent cult status of its mailing-list only wines, helmed by superstar winemaker, Sam Kaplan. Earlier this month, the label debuted the first of its single vineyard wines, all of which were promptly accompanied by scores that flirted with perfection from *The Wine Independent's* renowned critic, Lisa Perrotti-Brown. The growing success of their wines translates directly to the success of the college students supported by their philanthropic sister organization, the Vida Valiente Foundation.

Echavarrie comes to Vida Valiente from [Memento Mori](#), where she will concurrently remain as the General Manager after taking the label – whose wines are also made by Kaplan – from a buzzy boutique wine label to critically acclaimed estate winery powerhouse since her appointment there in 2015.

“I’m beyond thrilled to join the Vida Valiente team,” said Echavarrie. “I’ve followed Sam’s incredible winemaking talents since I moved to Napa Valley, and it has been the honor of my career to work with his wines and the team at Memento Mori. The Vida Valiente story has left me in awe since day one of its inception, and the wines are as beautiful and inspiring as the philanthropy they support. I have big ideas for the future of this label and cannot wait to get started.”

Echavarrie joins an impressive roster of talent at Vida Valiente, a St. Helena-based estate winery known for Kaplan’s 99-point Cabernet Sauvignon, inspiring Hispanic female CEO in Susana Cueva Drumwright, and the label’s namesake [Vida Valiente Foundation](#), which builds bridges for first-generation low-income students.

“Susana and I are so excited to have Genevieve join the Vida Valiente team,” said Vida Valiente (and Memento Mori) co-founder, Hayes Drumwright. “To know Genevieve is to love her charm, professionalism, and wit. While she exhibits those qualities in spades, after working with her at Memento Mori over the last nine years, I am even more in awe of her industry knowledge and strategic ability to create investment-grade luxury wine brands. Adding her brilliant mind and leadership skills to Vida Valiente is a critical piece to building something very special.”

Echavarrie joins Vida Valiente on the heels of the Foundation’s second annual mentorship offsite for its scholars. Partnering with Stanford, Vida Valiente is now providing last dollar scholarships to 73 young scholars. (Meet last year’s class of scholars [here](#).) The [2021 Vida Valiente The Movement™ Cabernet Sauvignon](#), directly supports the wine label’s philanthropic mission. For each bottle of The Movement™ sold, \$100 goes to the Vida Valiente Foundation, dedicated to providing financial assistance and holistic support to first generation, low-income students at four-year universities.

Vida Valiente has already raised over two million dollars in the two years since its debut. Through leadership, financial scholarships and annual retreats, the Foundation gives admitted college students unprecedented exposure to professionals who grew up in similar circumstances, all of whom have made brave moves and can open doors across a wide range of professions. Supporting first-generation students was the dream of co-founder Susana Cueva Drumwright, the daughter of Guatemalan and Mexican immigrants and first in her family to earn a degree.

In welcoming Echavarrie as General Manager, Vida Valiente embarks on an exciting new chapter. A wine country native, Echavarrie's years of leadership expertise played a critical role in transitioning Memento Mori into its new [17-acre estate home](#) earlier this year. Her shrewd executive instincts, generous capacity for mentorship, and relentless pursuit of excellence prove a natural fit alongside co-founders Hayes and Susana Cueva Drumwright and Sam and Nancy Kaplan, as well as Director of Sales Lacey Burke. As Vida Valiente looks forward, Echavarrie offers innovative leadership at a winery that is already reimagining what it means to be a luxury wine label – leveraging high end wine as a means for supporting a vision for creating a more equitable generation of talent.

About Vida Valiente Winery

Vida Valiente is a family-owned and operated Napa Valley winery founded by philanthropists Hayes Drumwright and Susana Cueva Drumwright and winemakers Sam and Nancy Kaplan. The winery debuted in late fall 2021 with its release of 2019 The Movement™ (SRP \$250), its flagship Cabernet Sauvignon blend. \$100 from each bottle is donated directly to support the [Vida Valiente Foundation](#). Starting with the 2021 vintage, Vida Valiente wines are now sourced from the Vida Valiente Estate vineyard in St. Helena, as well as Beckstoffer To Kalon Vineyard in Oakville, and High Ranch Vineyard in Coombsville. For more information on the Vida Valiente Winery or to join the mailing list, please visit vidavalientewinery.com.

About The Vida Valiente Foundation

Vida Valiente is all about perseverance, resilience, and the bravery it takes to be the first to into uncharted territory. The Vida Valiente Foundation was started by Napa Valley vintners and philanthropists Hayes Drumwright and Susana Cueva Drumwright. It supports first-generation students who have worked hard to get themselves through school, but who could benefit from leadership from role models who grew up in similar low-income backgrounds. Funded primarily through proceeds from the founders' Vida Valiente Winery, the Vida Valiente Foundation gives admitted college students unprecedented exposure to professionals who grew up in similar circumstances, all of whom have made brave moves and can open doors to what's possible. To learn more about the Vida Valiente Foundation or to donate, please visit vidavalientefoundation.org.