

# SPOTTSWOODE

## Lindy Novak

*Marketing Ambassador*

IN 1992, Lindy Novak joined her sister, Beth, as part of the second generation dedicated to guiding Spottswode Estate Vineyard & Winery. For more than 25 years, Lindy has brought her own unique touch to her role at Spottswode. As National Marketing Director for many of these years, she built loyal and lasting relationships with Spottswode's distributor, restaurant, and retail partners. Known for her warmth, humor, and thoughtfulness, Lindy helped to oversee Spottswode's sales program in 47 states and played an active role in the winery's marketing efforts.

The eldest of the five Novak children, Lindy was 15 when she moved to Napa Valley with her family. As a part of the emerging Napa Valley wine community, Lindy's friends included the children of the Shafers and Chappellets, and she occasionally babysat the Duckhorn and Beckstoffer children. Summers were spent helping out around the Spottswode Estate with her siblings, playing tennis, and going to concerts at the Mondavi Winery.

After earning a degree in geography from UC Berkeley, Lindy worked extensively in the clothing industry, beginning at Macy's in the Bay Area, first in the buying program and later as a manager. Following Macy's, Lindy represented several high-end clothing lines in Northern California, Oregon, and Washington, including Christian Dior sportswear and Gottex swimwear.

In 1992, Lindy began working at Spottswode part time. She quickly discovered that she enjoyed working with her sister, Beth, and her late mother, Mary, and contributing to the development of Spottswode. Lindy also found that her honest, engaged approach to sales was the perfect fit for their family-run winery. After a number of years building distributor and retail relationships throughout California, Lindy took on the role of National Marketing Director. In this capacity, Lindy traveled frequently, supporting Spottswode's distributor partners in all U.S. markets.

— More —

A Family Wine Estate



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In 2019, she transitioned to a role as Marketing Ambassador, and remains a personable representative for Spottswoode and the Novak family at tastings, dinners, and other key trade and consumer events throughout the country. “I try to bring the same values to our relationships that we bring to our wines,” says Lindy. “They should be authentic, thoughtful, and enduring.”

Lindy’s other interests include reading, writing, gardening, athletics, maintaining friendships, taking care of her menagerie of pets, and volunteer efforts with animal and environmental organizations. She lives in the San Francisco Bay Area with her husband, Jeff.

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