

BARRA

of MENDOCINO



MARTHA BARRA

Owner, BARRA of Mendocino/Redwood Valley Cellars/Redwood Valley Vineyards

Martha's foray into the wine industry began in 1980 when she married Charlie Barra, a pioneer of organic grape growing in Mendocino County. Working side by side with Charlie for almost 40 years, Martha played a pivotal role in helping build the family wine business into what it is today; over 350 acres of certified organic vineyards, two wine brands, and a 2.8 million gallon custom crush facility. Early work experience in the field of law and real estate helped Martha acquire strong business acumen that was critical to the development of the Barra family's footprint in Mendocino County.

Often referred to as the "Other Martha", Martha Barra can give Ms. Stewart a run for her money when it comes to entertaining, cooking, decorating and most importantly, running a business. A driving force behind the creation of the Barra family wine brands (Barra and Girasole Vineyards) as well as an organic olive oil line, Martha's hard work, dedication and keen business sense have helped build global awareness of their family owned and farmed wines.

Martha currently spends most of her time overseeing all the vineyard operations, doing local tastings and events, working with our winemaking team to set flavor profiles, and managing all of the organic certification processes for the vineyards.

Martha's special interests include cooking and entertaining with an emphasis on food and wine pairings, traveling, studying architecture and remodeling houses. She also participates in her community by raising funds for local schools, museums, colleges and other foundations in need of additional resources.

Favorite bottles of wine: Girasole Vineyards Pinot Blanc / Barra Pinot Noir

Favorite food: Any kind of seafood (especially freshly picked mussels from the Mendocino Coast)

Favorite band: Rod Stewart

Favorite saying/words of wisdom: "It's better to burn out than rust out"