

PETER SICHEL



Date elected: I am afraid I have no idea, its been a long time, I think from the beginning of the NA Board.

Day job: semi retired. I do some consulting largely in Bordeaux and Germany, but am also involved with a venture capital company and as an active board member of the World Monuments Fund.

Nationality and country of Residence: USA and resident in the USA

Brief career history: Peter M. F. Sichel, a fourth generation wine merchant and wine grower, was born in Mainz Germany in 1922. After schooling in Germany and England, he was apprenticed in the family wine business in Bordeaux in 1939. After serving in WWII and as a U. S. Foreign Service officer, he rejoined the family business in 1959, as President of the Sichel U. S. company. He subsequently was chairman of H. Sichel Söhne in Mainz, Germany, the producer of BLUE NUN, from 1984 to 1995, when he sold the company. He put a group together in 1971 to buy Château Fourcas Hosten in Listrac Medoc, a member of the Union des Grands Crus, which he managed until it was sold in 2006.

He is a Trustee of the World Monuments Fund, the largest and most effective worldwide private nonprofit organization to focus on the conservation of cultural heritage. He is a past president of the Society of Wine Educators, a past president of the Metropolitan Opera Club, a past maître of the Commanderie de Bordeaux in New York, and a past president and currently a vice president of the International Wine and Spirit Competition Ltd. He has been several times a US delegate to the OIV (Office International de la Vigne et du Vin), has been an expert witness before the US Congress on wine legislation and has lectured extensively on wine marketing. He has appeared many times on national and local television, including "Good Morning America" and the "Today Show". He authored "Which Wine" a popular consumer guide to wine and updated and completely revised Frank Schoonmakers book on German Wines. He has served for many years on numerous American and International Tasting panels, both regional and national. He received the US Distinguished Intelligence Medal for his work during the war, and was awarded the Order of Merit first class by the President of Germany for his contribution to US German relations. He was awarded the Merite Agricole by the French Government in 2006 for his contribution to French viticulture. He is married and has three daughters, one of which continues the family tradition working as a marketing manager for the Napa Vintners Association.

Highlights of Time in role: Largely involved in trying to get industry support. I also obtained a scholarship for a MW student from the Commanderie de Bordeaux, where I am a governor.

Biggest challenge: getting the industry to be aware of the MW and having them realize the benefit the IMW can be to them.

Prime objective: to hopefully help organize seminars which will result in solid financial support as well as larger participation by the industry in our programs.

Hobbies: reading history, music, preserving historical monuments world wide, swimming and biking.

If I were a wine: 47 Cheval Blanc