

Pietro Buttitta

Oakland, CA

EXPERIENCE

Owner and Winemaker – Prima Materia Vineyard & Winery

2008 to present

Vineyard operations and management

- Planted and maintained 10 acres in Lake County including scion and rootstock choices
- All canopy and irrigation management, pruning, vine balance, mildew control, crop load and picking decisions with an emphasis on warm climate grape growing needs
- Experience across many cultivars with deep knowledge of Italian grapes in particular

Winemaking

- Pick timing and all aspects of harvest workflow, fermentation management and adjustments
- Èlevage, blending, fining and filtration decisions
- Bottling operations with dissolved oxygen and reduction management
- Accolades: 2019 Cabernet Sauvignon 95 points in Wine Enthusiast Magazine
2012-2021 Barbera, Aglianico, Negro Amaro, Nebbiolo, Sangiovese, Chardonnay, Tocai Friulano, and Rosé 92-93 points in Wine Enthusiast Magazine
2021 Bloomberg's Top 50 Red Wines under \$50
2022 SF Chronicle Rosé Wines Roundup
2019-2022 Slow Wine award recipient

Sales and marketing

- Worked with distributors in California, Oregon, Washington, and New York, self-distribution in key cities, four years in wine retail, worked with Libdib and other self-distribution platforms
- Knowledge of permitting and compliance at the State, ABC, County, and City levels with deep understanding of California Retail Food Code and local Health Department requirements
- Managed all tasting room operations, marketing, wine club building, loyalty programs
- Branding and labeling experience with COLA compliance, website and print collateral
- Doubled Prima Materia sales 2019-2021

Consulting

- Viticultural advisement and winemaking for old vine Zinfandel vineyard in Dry Creek Valley
- Produced wines for wineries in Napa, Sonoma, Paso Robles, Georgia and Ohio

Wine-Related Skills and Affiliations

- Certified Sommelier with the Court of Master Sommeliers
- Simonit & Sirch Vine Master Pruners certification in 2023
- Presenter at The American Wine Society National Conference
- Wine instructor for the Road Scholars education program
- Co-directed two wine competitions with Ray Johnson, Executive Director of the Wine Business Institute at Sonoma State University
- 6+ years of professional kitchen experience in high-end restaurants, private clubs, and catering operations with time spent as an Executive Chef, plus restaurant and wine bar consulting

EDUCATION

Western Culinary Institute – A.O.S. with honors, James Beard scholarship

2002 to 2003

Portland State University – Philosophy and History undergrad with honors

1998 to 2002

Earned media:

Grape Collective: "[Pietro Buttitta of Prima Materia Brings Italian Soulfulness to Lake County](#)", Lisa Denning, November 2021

The Wine Write: "[Meet the Alchemist Behind Prima Materia Wines](#)", May 2021

Wine Talks with Paul K.: "[Lake County is Hugely Important for California Wine – Meet Pietro Buttitta of Prima Materia Winery](#)", May 2022

Slow Wine [interview](#) with Deborah Parker Wong, Slow Wine Guide 2022