

GRETCHEN BOOCK

General-Manger, Benton-Lane

Gretchen's inherited passions—wine and agriculture—have guided her professional career. Her family's Oregon roots date to the pre-prohibition days of hop farming, while her relatives in Reims, France, operated fifth-generation vineyards. She put herself through Oregon State University by building wineries with her parents while completing dual degrees in Ag-Business and Spanish. Realizing that she was more interested in working in wineries than building them, in 1999 she took a job in the cellar at Willamette Valley Vineyards followed by a vintage at Torii Mor Winery. In 2003, she became the first employee of Wine by Joe. During her 17-year tenure, Gretchen worked her way from Cellar Master to CEO, where she led the team producing 200,000 cases of wine.

In 2021, Gretchen found the perfect next step with Huneus Vintners, assuming the role of General Manager at Benton-Lane Winery. Working on the 140-acre estate vineyard and developing a new team of talented, dedicated individuals while cultivating a collaborative culture and drive for excellence has been a dream fulfilled.

Outside of the winery, Gretchen serves on the boards of Oregon Pinot Camp and the Willamette Pinot Noir Auction, and has held previous board roles on the Dundee Hills Winegrower's Association and the Oregon Wine Council. She balances family life and career with the loving support of her husband, Mike, and their three children, Jocelyn, Addison, and Nico.