

SARAH WARDELL

Sarah Wardell is the creative energy behind Bergamot Wine Company. She graduated with a Bachelor of Arts in Design Management from the Art Institute of Portland and has a decade plus of graphic design, project management and mixed media design experience. She lived in Switzerland for eight years where she received her Level 2 CIC (EU) guide for canyoning and used it working as a photographer for extreme sports. The combination of a photography and design background make her job for Bergamot Wine Co literally “the perfect job.”.

It may have been the sport of canyoning with its cliff jumping, abseiling, sliding and trekking down canyons which prepared her for the unexpected “twists and turns” in the ever-changing wine industry landscape. After 10 years of playing tag with Kevin around the globe she finally moved from Portland to Healdsburg in 2010 to start a new life in wine country. From there, Bergamot Wine Alley was born on the Healdsburg square and was a successful watering hole for winemakers, wine connoisseurs and wine hobbyists of any level who had an interest in learning about old world wines. Sarah and Kevin ran their successful brick and mortar wine bar and wine club for 6 years until their growing family and endless work hours made them rethink their business plan.

Their newest project “Bergamot Wine Company”, is a digital wine club platform which allows them to continue to sell their old world wines online but primarily it is all about the wine club- one which exclusively focuses on wines from Italy, providing their members with new and interesting producers from smaller regions along with a unique and fun visual wine educational platform. This new business allows Sarah even more professional creative diversity and inspiration Kevin the opportunity to focus on his favorite subject for wines: Italy.

When Sarah is not working on branding for the Bergamot Wine Company, creating new graphic assets, directing the production of 3-D terroir maps or writing the script for the latest YouTube educational video on Italian wines, she is a mother to her 2 year old son “Felix” and 17 year old son “Orion”. Sarah is also a painter, draftswoman, hobby seamstress and writer; a true artist at heart.

Some Sarah Wardell Q and A

Q: On a Sunday morning you can usually find me enjoying...

A: an extra cup of coffee, and sneaking in an hour of leisure reading

Q: Give me three words to describe you...

A: creative, direct, analytical

Q: What is on the top of your “bucket list?”

A: learning how to sail

Q: Your favorite grape variety

A: nebbiolo

Q: Everyone has them, what are three of your pet peeves:

A: inflated egos; bad font choices; single-use plastic mentality