



Jon Moramarco, Managing Partner



Jon Moramarco, the managing partner of **bw166**, has been in the beverage alcohol industry his entire career. He has operated as a CEO of various companies for over 20 years with net sales spanning from \$50 Million to over \$1 Billion. Twelve plus years of his CEO tenure was with companies focused on super premium to luxury products. The other eight years involved companies with portfolios across many price points and categories. He has had operational responsibility for production facilities and brands from 5,000 case capacity to well over 10 million cases. His responsibilities have also included wineries and wine companies in many of the major wine producing and wine consuming countries of the world.

Jon has a degree from the University of California at Davis with a mixed major in Enology, Viticulture and Agricultural Business. Prior to his executive roles he had functional responsibility at various times for production, finance, administration, marketing and sales. In his early years he started in the vineyards as a laborer and progressed through both vineyard and winery jobs until his graduation from UC Davis.