



# MARK WEST

## BIOGRAPHY

### ALEX COSE: WINEMAKER



After six years of the banking industry, Alex Cose decided that perhaps his true talent and where he would find his greatest personal reward was working with wine. In 1992, he decided to work a harvest internship at Monticello Vineyards in Napa Valley and see if the wine business had more to offer.

Through the weeks of being covered in grape juice, performing small maintenance, bottling, and a fermentation research project, his dream became more of a possibility and he began to make plans. Alex entered California State University, Fresno in the spring of 1993. Before graduating in 1996, he had completed another internship with Montevina Winery in Plymouth and at Joseph Phelps Winery in St. Helena.

Fortunate beyond his wildest dreams, Alex was selected in May 1996 for a harvest internship at Peter Michael Winery in Calistoga. His fortune continued when his internship developed into a full-time position. For six years, he was part of the artisanally focused winemaking team responsible for producing one of California's most sought after Cabernet Sauvignons - *Les Pavots*, as well world-class single vineyard Chardonnay, Sauvignon Blanc and the first vintages of Pinot Noir at the winery.

In 2002, Alex was hired as winemaker for Mark West, with the goal of bringing high-quality, varietally-accurate wines to consumers targeted at value pricing. The challenge was one Cose could not ignore and felt compelled to tackle. Pinot Noir lovers have benefited from his talent from day one.