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Beyond the Vines 04: In the Industry

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In the Industry



Watch the video clips with Luis Hernandez and Jesus Guillen for their stories.

Ver los videos con Luis Hernández y Jesús Guillen para conocer sus historias.

Some individuals have successfully expanded their involvement in the industry beyond working in the vineyard. One reason that Latino employees were able to expand their roles in the industry was the open environment that winery owners created, which encouraged and supported their growing interests. Below are the stories of Manuel “Luis” Hernandez and Jesus Guillen.

Luis Hernandez began his career at Sokol Blosser Winery in 1988, working in the fields. He rose through the ranks and is now vineyard manager, and also owns his own contracting company which provides laborers to a number of wineries.



Luis Hernández empezó su carrera en la Bodega de Sokol Blosser en 1988, trabajando en el campo. Ahora, él es el gerente de la viña y fundó su propia negocio de contratista, que provee trabajadores a varios viñedos.



Jesus Guillen arrived in the U.S. in 2001 with a different background: he received a college education in Mexico and made learning English his first task when he arrived in America. Since 2008, he has served as as

head winemaker at White Rose Estate and makes wine for other wineries and has started his own Guillen Family wine label.

Jesús Guillen llegó a los Estados Unidos en 2001 con una historia distinta. Recibió su educación en la universidad en México y su primera meta al llegar aquí fue aprender inglés. Hasta 2008, trabajó como viticultor en White Rose, hace vino para otros viñedos, y ha empezado su propia compañía de vino.



Employees sorting grapes during harvest. WillaKenzie Estate Collection. Oregon Wine History Archive.

Empleados surtiendo uvas durante la cosecha. WillaKenzie Estate Collection. Oregon Wine History Archive.

Algunos individuos han tenido éxito en ampliar su participación en la industria mas allá de trabajar en la viña. Una razón que estos Latinos, y varios otros, han podido ampliar sus papeles en la industria es por el ambiente abierto que los dueños han creado, por su apoyo de sus nuevos intereses. Abajo están las historias de Manuel “Luis” Hernández y Jesús Guillen.

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