Beyond the Vines 04: In the Industry

Julian Adoff
Linfield College

Lydia Heins
Linfield College

Follow this and additional works at: https://digitalcommons.linfield.edu/owhp_latino
Part of the Viticulture and Oenology Commons

Recommended Citation
Adoff, Julian and Heins, Lydia, "Beyond the Vines 04: In the Industry" (2013). Beyond the Vines: Latinos in the Oregon Wine Industry. 4.
https://digitalcommons.linfield.edu/owhp_latino/4

This Image is brought to you for free via open access, courtesy of DigitalCommons@Linfield. For more information, please contact digitalcommons@linfield.edu.
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 head winemaker at White Rose Estate and makes wine for other wineries and has started his own Guillen Family wine label.

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


Algunos individuos han tenido éxito en ampliar su participación en la industria más 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 Manual “Luis” Hernández y Jesús Guillen.

Project made possible by:

Linfield College Center for the Northwest