

# CGV

MAGAZINE

ISSUE  
15

FASHION FORWARD

## AMELIA + DALIA

*In Full Fiesta Bloom with the Cejas*

## SOPHIE AZOUAOU

STEP INTO HER GREEN WORLD

## ALISAL GUEST RANCH

SPRINGTIME IN SOLVANG

## EL PORTAL

*A Taste of Dom Perignon*

## DISCOVER TURKEY

EXQUISITE DINING IN ISTANBUL

+ CAPPADOCIA



wine country's charismatic  
mother & daughter tandem

# amelia & dalia

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pearl cabalan & alisher akhunzhanov

executive producer kaye doutman  
clothes & shoes provided by bloomingdales san francisco  
couture mexican gowns designed by ana cecilia ortega



■ **On Dalia** Paule Ka Carnation  
Yellow Satin-backed Crepe Dress **\$1,290**  
Gucci's 'Ursula' Braided Sandal **\$995**

**On Amelia** Lela Rose Gold  
Jacquard V Neck Dress **\$1,695**  
Salvatore Ferragamo Mood Patent Mary  
Jane Bow Pump, Nero **\$775**







■ **On Dalia** Diane von Furstenberg Banded Julian Silk Jersey Wrap Dress **\$428.00** | Via Spiga 'Damali' Suede Pump **\$250**

■ **On Amelia** Hoss Intropia Elastic Emerald mini dress with sash **\$198** | Salvatore Ferragamo Mood Patent Mary Jane Bow Pump, Nero **\$775**



■ **On Dalia** Aidan Mattox  
Gown - V-Neck Chiffon  
Cutout **\$385.00** | Tory  
Burch Open Toe Ankle  
Strap Sandals - Classic  
Suede High Heel **\$275.00**

**On Amelia** Badgley  
Mischka Gown - Strapless  
Sweetheart Neck Ruffle  
Trim **\$595.00** | Gucci  
Sparkling Logo Leather  
Black Evening Sandal **\$695**









■ **On Dalia** Escada Floral-Print Jacket **\$1995.00** | Joie Shorts - Merci **\$148**  
Gucci's 'Ursula' Braided Sandal **\$995**

**On Amélia** Escada Duyve dress in a semi-sheer look **\$1,350** | Giorgio Armani Suede Cutout Slingback Pumps **\$750**

On Dalia and Amelia Couture Mexican Gowns by Ana Cecilia Orega





**a**melia ceja is a unique visionary whose story and legacy is still being written.

*March is typically a month where rain is part of the forecast but on this particular sunny Sunday, GEV is shooting their first mother daughter cover of Amelia and Dalia Ceja at Ceja Vineyards in the Napa Valley. I had the pleasure of chatting with Amelia Moran Ceja while she multitasked between getting ready to do the next photo shoot, making sure the phones were getting answered and being able to share with me what direction Ceja vineyards is going.*

**By Annabelle Marceno Pericin**

### ***The Story Behind Their Wine***

Amelia lives the American dream. Born to immigrant farm workers, Amelia came to the Napa Valley in the 1960's from Mexico when she was 12 years old and started working in the vineyards, and where she would meet her husband Pedro also a Mexican immigrant. In 1983, Ceja Vineyard emerged specializing in growing Pinot Noir and Chardonnay grapes. Today, Amelia is president of Ceja Vineyards and is the first Mexican American woman to hold that title at a U.S. winery. Her husband Pedro is the artistic director and Pedro's brother Armando is the winemaker and vineyard manager. They launched their brand in 2001 and started with 750 cases. Presently, they produce 10,000 cases and within the next 2 years they will be making around 23,000 cases. "Ceja is going to change and shape the present and future of the wine industry that is male dominated with not a lot of women, let alone Latina women," explains Amelia. "Most Mexican Americans that live in Napa Valley work the vineyards. Starting as farm vineyard workers and now owning our vineyard, we are shaking it up and making it easier for immigrants that come here. We have one of the most respected brands in the country". In 2008, Ceja Chardonnay was poured at one of President Obama's inaugural events.

### ***Marketing Innovator***

The 2000 consensus reported there were 40 million Hispanics in the United States. Amelia recognized this as a growth market for new wine drinkers where the wine industry ignored this segment based on the belief that this market didn't have the disposable income for the wine culture. In 2001 Ceja wanted to change how people felt about wine with food. "Our mantra or philosophy is to make wine a part of everyday life," shares Amelia. "Wine should be able to go with everyday food; popcorn and chardonnay, chips and salsa with red wine. We can enjoy food with wine with whatever we like on any day and time. Having people explore wine under their own terms is by far the most important thing".



■ On Amelia Tadashi Shoji Paillette Embroidered Lace One Shoulder Gown \$408

Since Ceja launched their brand, they have made the wine industry think about and reassess itself. Ceja's published case study on marketing to the Hispanic wine consumer is used and taught at Harvard Business School and other business programs around the country. "We made that happen. Ceja reached minorities and included them. We changed the dialog on wine and food forever," Amelia proudly shares. She continues to broaden their label using technology such as social media and YouTube.

### *Paving The Next Wave*

Amelia believes in order to be successful in any industry you have to be an expert in the product and the industry. She was fortunate to have worked in the vineyard to understand the entire process of making wine; from the vineyard to the bottle. "Education is the main ingredient to success", she says. Both her and Pedro received their college degrees and understand the chemistry of wine making. Amelia's parents highly believed in education even though they didn't have a high level of schooling because they lived in remote villages in Mexico. "They are my heroes," Amelia expresses fondly. Her parents knew in order for her and her siblings to be successful, they were going to dedicate their lives to their children's education.

Her parent's hard work ethic is strongly embodied in Amelia and has helped her lead and be the face of the Ceja brand. Amelia and Pedro have modeled and are grooming the next generation with their three children to continue the Ceja legacy. Amelia shares, "The core purpose and value at Ceja is making wine more accessible to everyone, regardless of who you are, what you like, or where you come from".

## More words from Amelia

**As a chef Amelia is classically trained in French cuisine but loves to fuse Mexican, Latin American and Asian cuisine paired, of course with Ceja wines.**

*Who has influenced you to be the chef you are today?*

My maternal grandmother Mamá Chepa was an amazing cook! She had access to the freshest local seasonal ingredients for our meals from my grandfather's farm and her organic vegetable and fruit garden. My grandfather also raised cows, lambs, goats, hogs, chickens and turkeys. The cheese, sausages and meats all came from his farm.

I was the youngest grandchild and I spent the first five years of my life cooking alongside my grandmother until I started kindergarten. The adults would go to work on the farm and the older grandchildren would go to school and I'd help her prepare the meals for the entire family! I was hooked! I made my first mole de nopales when I was seven years old! I was eating gourmet food and I did not know it!

At 12 years old, I arrived in the Napa Valley, and what I missed the most was the food from my village! Yes, I missed my family but the food here at that time was so processed and cardboard like.

*What spring ingredients are you currently obsessed with and why? Any upcoming projects this summer?*

I love baby spinach and kale braised with onions, garlic and Serrano peppers with everything. Sauteed asparagus scramble served with corn tortillas and fire roasted salsa -- delicious! Roasted cauliflower and brussel sprouts with shallots, garlic, cayenne pepper and lime juice are addicting! Of course our stellar Ceja wines pair well with all these dishes!

I'm working on a cookbook and I'll be testing my recipes during the summer. You can see how to cook some delicious foods paired with our wines on our YouTube channel.

<https://youtu.be/Bcg8HSbvKw4>

[Cejavineyards.com](http://Cejavineyards.com)

**VISIT THE WINERY**

1016 Las Amigas Road, Napa, CA 94559  
(707) 255-3954





■ On Amelia Kay Unger Dress - Stretch  
Satin Collar \$340.00 | Ivanka Trump  
Silver 'Maggie' Pump \$130



***d***alia ceja inherited the confident magnetism of her enterprising mother, Amelia Ceja, and the clever sensibility of her engineer father, Pedro Ceja, but at 28 she's striking out on her own path to success.

***From taking an adventurous 6 month trek throughout South America to graduating with an Executive MBA from the prestigious Wine Intensive program at Sonoma State University to starting her own wine label, la tapatia, named after the strong, stunning women of Jalisco, Mexico. Now, this saucy fashionista, as the Director of Sales and Marketing at Ceja Vineyards, is bringing her version of Ceja charisma to the world.***

**By Tamara Gorman**

**i**t is an unbelievably sunny March day in Napa Valley. Dalia Ceja and I are on our way to her favorite breakfast roadhouse, the fun and lively Boon Fly Cafe at the Carneros Inn, where the donuts are warm and soft, and the green eggs and ham are cooked to perfection. After graciously saying hello to a few guests who recognize her, Dalia finds us a quiet corner to chat and enjoy a delicious start to our day.

Beautiful and brimming with personality and flair, she is dressed in a colorful maxi dress with a bright bohemian scarf and an equally bright smile. Her style is bold, sensual – fashionable but not fussy. With the Ceja family's love of entertaining and cooking, her attire must have a sense of ease and be adapted to suddenly squashing around a large table full of friends and relatives or standing in the kitchen whipping up last minute enchiladas suizas to pair with fabulous wines. I ask Dalia how she would classify her particular style. "Casual but chic. Elegance with flair. I am known for wearing lots of color and dresses. My girlfriends have a running joke that I don't even own a pair of pants. Well, I own one pair of pants, but it's just not my sense of style. I feel better in colorful dresses. They're more elegant and freeing, and I always want to express myself in a way that exudes positivity," she says cheerfully.

As we continue chatting, Dalia is savoring her eggs benedict with jalapeno hollandaise sauce. It is no secret the Ceja's are enthusiastic about their food, wine and fiestas, and the entire family loves to cook. In fact, the family has a saying, "Nuestra casa es su casa." Our home is your home. This family truth has inspired monthly vineyard fiestas for Wine Club members and enticing cooking videos on their own Ceja Vineyard YouTube channel. "We love sharing our authentic Mexican cuisine, recipes, and wine pairing ideas. I want people to be intrigued about my family's story and what we are doing and how we are innovating and combining food and wine," she tells me. It is this food-friendly approach that motivates Ceja to craft superbly balanced wines, which have a moderate alcohol content (lower than most wineries) and an integrated acidity.

Perhaps the clearest indication of Dalia bringing her own personality and charisma to Ceja Vineyards is her growing online and social media presence. As more people are drinking wine while being online, Dalia loves to pump out the social media and create content to encourage participation with the vineyard. "We invite people to join in the chatter worldwide. Hashtags are awesome because you can just see the live stream of conversations. They can be remotely drinking our wine and pairing it with specific foods. It's fun to see how people are talking about us, what they think of our wines. You wouldn't see that otherwise," she says. This is an exciting example, of how Dalia and the other next-generation millennial winemakers in Napa Valley utilize the social sphere to elevate their brands.

But it is on her lifestyle blog, The Ole! Report, where Dalia really soars. "My blog, to me has been a great escape. A way for me to share my creative passions and outlet. I will continue to write more on styling tips, cooking, fashion, wine, travel, fiesta, but I would like to really hone in on lifestyle – Napa, Sonoma, the bay area," Dalia shares. She has plans to start interviewing on camera chefs, restaurant owners, wine shop owners and others in some kind of collaborative partnership. "I think that is where the internet is going. It's all about connection and relationships," she adds.



■ **On Dalia** ML Monique Lhuillier Gown -  
Meet and Greet Strapless Sheer Hem  
**\$498.00** | Christian Dior Pink Patent  
Leather Pumps **\$650**

I mention one of the current trends buzzing in the wine world is effective marketing to the millennials – those born between 1980 and the mid-2000's and the largest population in the U.S. Along with that trend, wineries have been producing some inventive, witty names and unique bottle types along with creative packaging. I ask Dalia if Ceja will have any new products coming out geared towards this demographic. She smiles broadly, "Yes, definitely. We've been talking about releasing a sub-brand. Something a little more hip. Something fresh and new that would hit that sweet-spot price point millennials can afford of \$12-\$20 per bottle. We have been toying around with a few names, but as far as bottle type and branding, we haven't gotten that far yet." After getting to know this vibrant family, I am positive that whatever name they settle on at Ceja, it will be colorful and have that fiesta feel, one that begs the drinker to crack something open and celebrate life!

Dalia is very clear that the number one thing in life is to live your passions and embrace doing and seeing new things. As a board member of NG: Next Generation Wine, she is actively involved in collaborating with other "next-genners" to make something that is more than just wine in a bottle with a stale label. They want to elevate and individualize their own experiences. "I want wine and the wine industry to be sexy, fun, and approachable. No one should ever feel intimidated when they come to wine country or when drinking wine. I want people to feel relaxed, ask questions and to be intrigued by the wine-making process," she reveals. And to stay grounded in what is often a sophisticated culture of wine, Dalia reminds herself of something her grandmother and mother told her, "No matter how successful you become, always be humble and respect your roots and remember how you started."

Yes, this is a woman that knows who she is and easily speaks her mind – and why wouldn't she? It's her legacy. Like her passionate mother Amelia, the first Mexican-American woman elected president of a wine production company in the history of the wine industry, Dalia is a force of nature. Never lacking for positive role models, she learned how to dream big and with an image of possibilities and success provided by her hard-working and sacrificing parents and grandparents, along with their loving support, she has been able to confidently pursue her own identity. "Having ambition and drive is in my blood. My parents have always encouraged me to do what makes me happy. You have to go for it and put all of your passion in to bringing your vision to life. Surround yourself with people who share the same vision." she says with absolute certainty.

At the end of our time together, we are back at Ceja Vineyards tasting their incredible red blend, Vino de Casa – a unique blend of 60% Pinot Noir and 40% Syrah that the Cejas affectionately coin their "breakfast, lunch and dinner wine." Before leaving, I ask this vibrant, spicy fashionista what is on her fashion wish list. Without hesitation she answers, "Oh, there is this mint green Chloe bag. I have a thing about tassels, and I just love the vintage bohemian look." My mind is already envisioning a Dalia fashion line in the near future.

## More words from Dalia

### What is your idea of perfect happiness?

Caribbean beach + sparkling wine + all my loved ones.

### What is your greatest fear?

Disappointing my loved ones.

### What is your greatest extravagance?

Food + fashion + wine + traveling the world

### Which words or phrases do you most overuse?

Ole! (Name of my lifestyle blog - and a expression of excitement)

### What beauty product do you love to recommend?

MAC Plush Lash Mascara + Lorac Baked Bronzer

### What is your most treasured possession?

A John Hardy necklace that my mom gave me for my 30th bday.

**Something you would never be caught wearing** ("There are no jeans in my closet!")? Some might say I have a slight dress obsession.

### What is your motto?

I have a tattoo on my forearm in Thai script that says, "live your passions" and I intend to do so everyday.

### How do you stay strong and centered?

Reflecting on my grandparents/parents journey of how they immigrated from Mexico with no money and no education and were able to surpass all barriers and eventually build a winery. I have to remind myself..my "issues" aren't that bad after all.

### What is the most adventurous thing you've ever done?

I backpacked throughout South America with my best friend for 6 months.

### I wish I had more time for...

Traveling this beautiful earth experiencing new cultures, cuisines and places.

### More women should...

Embrace their inner goddess and feel confident and sexy in their own skin.

### The world can use a little more...

Love, humor and light heartedness.

### What do you consider your greatest achievement?

Earning an Executive MBA, making my own wines under La Tapatia brand & being able to help others in need.

### The most important survival skill is...

Problem solving + knowing how to cook a few basic dishes.

### Who are your favorite writers?

Isabel Allende + Lena Dunham + Paulo Coelho

### What is your most marked characteristic?

Social butterfly + colorful style and personality.

### What do you most value in your friends?

Loyalty, honesty and girl talk.

### What do you appreciate more as you get older?

My grandparents, parents and siblings.

### Who would be your ideal dinner party guests, and what three wines would you serve?

Top 5 dinner party guests: Frida Kahlo, John Lennon, my mom, my best friend & Madonna. I would serve our flagship Ceja Vineyards Pinot Noir, Chardonnay and Cabernet Sauvignon.



■ On Dalia Aidan Mattox Gown - Strapless Corset Rosette **\$365.00** | Giorgio Armani Black T-Strap Suede & Translucent Sandals **\$895**