



BONANNO

MATTHEW FRITZ

Founder Matt Bonanno grew up in Ohio as third generation in the wine business. Early in his career, he was packing trucks and moving boxes for his father's distribution company. It was not until a fortuitous business trip in 1994 to Napa Valley with his father Ardie that would create Matt's passionate desire to produce his own wines.

Spending a life-changing and memorable afternoon sharing lunch and wine tasting with the legendary Dick Steltzner, lit a fire in Matt. In the years that followed, he dove into every aspect of the wine business from winemaking, distribution and marketing. He quickly discovered a need and opportunity for affordable, approachable, high-quality Napa Valley wines.

Inspired by his experience on the Silverado trail with his friends and mentors, Matt founded BonAnno Vintners in 2004. BonAnno, meaning "Good Year" in Italian, celebrates good times with family and friends. In 2009, Matthew Fritz was established with the philosophy of creating wines true to varietal and place. Sourced from partner growers in the North Coast, Matthew Fritz wines combine Matt's passion for high-quality, value oriented wines to be shared with friends and family.

@bonannowine

www.bonannowine.com