

2021 TWGGA Candidate Bio

Region 2 - Winery Director Nominee

Sam Lumpkins, Homestead Winery

What are your goals for TWGGA and how do you plan to achieve them?

“I believe the most pressing goal as we enter into 2021 is to unite our industry as we navigate through what the COVID pandemic has handed us in 2020. Through e-commerce & eventually personal meetings we can define what makes our industry unique and identify goals and strategies to redefine how both large & small Texas wineries can become destinations throughout the state.”

What is your professional experience, wine education/experience/achievements that would prepare you for this position?

Born and raised in Commerce, Texas, I attended East Texas State University where I earned a BS degree in 1982. Soon after, I moved to Houston to accept a job offer in the wholesale liquor tier as an administrative assistant to the owner. Under his tutelage I was trained in all areas of the wholesale tier business. When Mark Berman, original owner of American Wines, joined the distributorship I was transferred to the newly developed wine division where I was trained in marketing, label approval, & purchasing wines from California, Europe and from the new and upcoming Texas wineries.

The company was purchased by the largest Texas wholesaler at that time and I began an 8-year tenure with Quality Beverage as purchasing manager for 4 statewide locations. At Quality Beverage I was awarded the opportunity to train under some of the premier suppliers at that time, particularly Kobrand, which represented Louis Jadot, Taylor Port, & Korbel among other high-end brands.

As the wine & liquor wholesale tier changed during the early 90's, I eventually left to accept a position in the oil & gas industry. I remained employed with GXH until 1999 when I moved back “home” with my children to Bonham, Texas to marry my college sweetheart. Two years into my new life, I was introduced to Gabe & Barbara Parker. Once Gabe learned of my experience in the wine business, he asked me to join the Homestead Vineyards & Winery family. I now hold the title of Vice President of Marketing with Homestead where I function as the liaison between Homestead and our “family” of wineries, festival director & coordinator, manager of our Denison tasting room & brewery, as well as assist in licensing, permits & development.

I have been a member of TWGGA for approximately 8 years and regularly attend the annual conferences to further my knowledge of our industry in the areas of legislation, marketing & administrative leadership.

