



MEET THE FOUNDER OF DI ARIE WINERY CHAIM GUR-ARIEH

As an inventor and new food product developer, Chaim Gur-Arieh spent 35 years preparing himself for the role of winemaker at Di Arie Vineyard & Winery.

Born in Istanbul, Turkey, Chaim immigrated to Israel as a teenager. After completing his military service as an officer in a tank division, Chaim studied at the Technion, Israel Institute of Technology and received his B.S. degree in Chemical Engineering. Soon after, Chaim moved to the United States to continue his education at the University of Illinois where he earned a Masters and a Ph.D. in Food Science with minors in Biochemistry and Chemical Engineering.

Chaim then joined the Quaker Oats company where he helped develop the breakfast Cereal *Cap'n Crunch*. He moved to California to become Director of New Products at Del Monte Corporation where he created an array of new products including "Pudding Cups", "Gel Cups", "Yogurt Cups", etc. In 1974 Chaim founded *Food Development Corporation*, where he developed numerous new products including *Hidden Valley Ranch Salad Dressing*, *Power Bars* and *Wine Coolers*. In 1980, Chaim merged *Food Development Corporation* with *California Brands Flavors*, his flavor company. Over the next 18 years Chaim transformed *California Brands Flavors* into a major West Coast flavor company.

In 1998, Chaim and Elisheva sold their flavor company to Mane & Fils, an international flavor company and went on to pursue his life-long dream of creating world class wines.