

My wine history

Rodica Fronescu – General Manager of Vinarte: I studied Economics at University and after graduation began work in the wine industry. You must remember that during the Ceausescu period Romanian wine production was at its most aggressive and it was usual for graduates to work within the industry. Discovering a passion for wine-making and viticulture I set out to learn all I could from wine specialists and in 1998 began working in the recently founded Vinarte.

I was delighted to be appointed general manager in December 2002, and enjoy collaborating with the wonderful team of young Romanian wine specialists in Villa Zorilor, Bolovanu and Starmina.

I am passionate about my work but in spare moments I relax by listening to music, reading a good book or working out. I also enjoy getting back to nature and the wonderful surrounding areas of the Vinarte vineyards help combine the two. For the future, I wish to stay happy and healthy – I need to be to do this job!

