

PEOPLE WHO HAVE CHANGED THE WAY WE DRINK

YOU'VE PROBABLY SEEN SOME OF THESE NAMES AND FACES A LOT OVER THE PAST FIVE YEARS, AND THERE'S A REASON FOR THAT—THESE 10 GAME CHANGERS HAVE BEEN MAKING THE DRINKS WORLD A MUCH MORE INTERESTING PLACE.

RANDALL GRAHM

Bonny Doon Vineyard
Santa Cruz, California

Wine is fun, people! That's the message that the legendarily zany vintner Randall Graham has been sending to the American wine industry since the early '80s. The playful jester king of California wine has always existed outside the box, experimenting with ob-



scure grape varieties and pioneering such loose-collared wine trends as goofy labels and screw tops. From his Santa Cruz mirth factory, Bonny Doon Vineyard, Graham has exported more *joie de vivre* than any one person should be allowed. And he's still experimenting—since 2004 his Ca' del Solo Vineyard has been entirely biodynamic, and he's currently at work on a true *vin de terroir* on his new San Juan Bautista vineyard. Graham is just as serious about the quality of his wines as the next artisanal winemaker. But if it weren't for his merry ways, American wine might be a considerably more stoic affair. So next time you laugh at a clever wine label or crack a screw top for a fun evening with friends, pour a little for the Dood and his wacky, wonderful Dooniverse.