

EVA BERTRAN

Executive Vice President

Like Gloria Ferrer Champagne Caves, Eva Bertran is a dynamic blend of Spanish style, California charisma and Sonoma Carneros sparkling wine expertise. Part of the original team who helped to launch Gloria Ferrer, Bertran left her native Spain—where her own family was in the wine business—and settled in Sonoma 20 years ago. Since 1986, she has passionately promoted Gloria Ferrer wines, expertly leading diverse aspects of the business as enthusiastically as if it were her own family winery.

“There’s a real Spanish sense of family here,” explains Bertran of Gloria Ferrer’s close-knit, collaborative team. “We pride ourselves on taking care of our employees.” It’s a tradition that began more than a century ago at Freixenet, which proudly employs people who are the third and even fourth generation of the same family to work for the sparkling wine house.

Bertran, who joined Gloria Ferrer upon receiving her master’s in international management from Spain’s top business school, ESADE University, has played an important role in fostering this Catalonian company culture from every facet of the business. Over the years, she has worked in roles ranging from director of finance to head of Gloria Ferrer’s wine education program.

Today, as executive vice president, Bertran remains deeply committed to her wine educator role. “Many people find wine and food pairing intimidating, and they are even less sure of what to serve with sparkling wine,” observes Bertran. In response, Gloria Ferrer has developed an eye-opening appetizer seminar that focuses on sparkling wine’s compatibility with a broad array of foods from salty to fatty to spicy.

Bertran travels the world as an international brand ambassador for Gloria Ferrer, leading sparkling wine and food pairings for consumers, trade and media. Her 20-minute crash course in sparkling wine and its versatility with food is profoundly persuasive. “The response is the same every time,” she observes. “People always say, ‘I had no idea sparkling wine went with all these foods!’ It’s exciting to show them that sparkling wine is much more than a celebration beverage—it is something to enjoy every day.”

Bertran is equally involved in her local wine community. A past-president of the Sonoma County Vintners, she remains an active member in the association, while also working closely with the Sonoma Valley Vintners and Growers, the Carneros Wine Alliance and the Wine Institute.

For many years, Bertran has been blissfully at home in Sonoma County, where her life, work and family are nurtured by the vitality of northern California wine country. Since 1990, she has shared this passion with husband David Brown, Gloria Ferrer’s vice president of marketing and advertising. “After 20 years, the wine industry continues to fascinate me,” says Bertran. “The business is forever changing and I’m always learning something new about winegrowing, the vineyards and the land. I can’t wait to see what the next 20 years at Gloria Ferrer will bring.”

AT HOME WITH
EVA BERTRAN
BERTRAN COMPLEMENTS HER
LOVE OF FOOD AND WINE
WITH HER ZEAL FOR SKIING,
BIKING AND SWIMMING.
HAVING STUDIED WITH
THE FAMOUS CATALAN
CHEF MONTSERRAT SEGUI,
SHE ENJOYS PREPARING
TRADITIONAL CATALAN
DISHES INSPIRED BY HER
GRANDMOTHER, TERESA.
BERTRAN LIVES IN SONOMA
WITH HER HUSBAND, DAVID,
AND THEIR SONS,
PAUL AND JACK.