



JASON DIEFENDERFER
Director of Winemaking

A Central Coast native, Jason “JC” Diefenderfer has been on the winemaking team at Hope Family Wines since 1998.

No stranger to agriculture, JC grew up on his family’s ranch in Templeton, just south of Paso Robles. He and Austin Hope attended high school together and forged a friendship that remains today. JC managed farm and ranching operations for King Ranch until 1997 when he began working with the Hope family to design and build their crush facility in Paso Robles. Over the past 20 years, JC’s

approach to winemaking has combined his extensive knowledge of the AVA and continued experimentation with new techniques. “My passion for winemaking in Paso Robles is driven by my never ending quest to produce the best wines possible from the ground to bottle. By pushing the boundaries, we sometimes produce an extraordinary wine unlike any other, and that is my ultimate goal.”

Jason started working officially for the winery in 1998 and apprenticed under then-winemaker Chris Phelps. He became the assistant winemaker for Liberty School in 1999 and winemaker in 2006. Today JC works closely with Austin Hope to craft the blends of all the brands: Liberty School, AUSTIN, Treana, Quest, Troublemaker and Austin Hope. JC oversees the production team, including Director of Vineyards on vineyard selection and vineyard practices, fruit ripeness, and harvest decisions, as well as our Winemaking and Production Department.

He brings the whole package to the table: a fifth generation local with agricultural roots; familiarity with the wines and winemaking of the Old World and the New; and over two decades of experience with Hope Family Wines’ growers and wines.



Austin Hope T R E A N A *Austin* **QUEST** **TROUBLEMAKER** **LIBERTY**
SCHOOL

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