



David Francke
President

Over the course of three decades, David Francke has established a reputation as one of the most respected and innovative executives in the wine industry. As the President for Napa Valley's famed Chappellet Vineyard, David works alongside two generations of the Chappellet family to steward the future of their famed Pritchard Hill estate. In this role, David oversees every facet of operations from sales and marketing to hospitality, DTC initiatives and strategic planning, while also working with the vineyard and winemaking teams to continually build on Chappellet's 50+ year legacy of excellence.

David studied French at the University of Kansas and spent a year abroad at the University of Bordeaux where he fell in love with the world of wine. After graduation, he worked in wine sales in Kansas City, before joining the team at Robert Mondavi, where he held numerous key positions, including general manager and vice president. After the sale of Robert Mondavi in 2004, he spent two years as SVP/general manager of The Estates Group, before Michael Mondavi invited David to join him in establishing Folio Fine Wine Partners. There he achieved robust year-after-year growth as managing director, while establishing an acclaimed wine portfolio, featuring an illustrious list of European wineries. Prior to joining Chappellet, David served as the chief marketing and sales officer for Purple Wine + Spirits, and as a business advisor for the Shirlaws Group, where he helped establish a wine division for the globally renowned consulting firm.

In 2017—the year Chappellet celebrated its golden 50th anniversary—David joined the Chappellet Board. He quickly distinguished himself as a trusted advisor with a gift for strategic planning, and in 2023, he was named Chappellet's President. "Guided by the Chappellets, Pritchard Hill has become one of the world's most revered wine regions," says David. "At the same time, the family's integrity, love for the land, and unwavering commitment to quality have made Chappellet's wines global benchmarks for excellence. What they have created is one of the great treasures of Napa Valley. I am honored to play a role in contributing to the Chappellet story that will ensure that our next fifty years is as dynamic and successful as our first half century."