



Randy Arnold, Barefoot Ambassador

Barefoot Ambassador Randy Arnold was born in Sonoma County, California. Randy grew up in the idyllic surroundings of his family's orchards and vineyards in the Sebastopol area. His wine grape growing experience began at the "ground level" helping plant grapevines in his family's vineyards. Following a degree in Wine Marketing, Randy learned first-hand about the wine industry by working for numerous vineyards, wineries and distributors throughout Northern California.

This year marks the 24th anniversary of Randy joining Barefoot Winery. Prior to Randy's arrival at Barefoot, the Winery founders, Michael Houlihan and Bonnie Harvey, would spread the word about Barefoot by donating wine to events organized by local non-profits, they liked to call this "worthy cause marketing". With Michael and Bonnie's support, when Randy arrived at Barefoot he set about expanding this marvelous idea. Over two decades later, Randy - with Barefoot Winery's support - has assisted over 200 non-profits and has also personally attended and poured at more than 1,200 non-profit benefits. One of the first "out" Sale Managers in the wine business, Randy has been central to Barefoot Winery's long-standing support of the LGBTQI community and has developed key relationships for Barefoot with a wide assortment of non-profits supporting the LGBTQI Community. Randy really embodies Barefoot's aim to "make the world a better place through wine."

As Barefoot ambassador, Randy travels across the country sharing with the public his passion for making wine fun as well as training the next generation of Barefoot representatives in the unique Barefoot culture. Remembering the mantra to "make the world a better place through wine," Randy encourages all new Barefoot representatives to choose non-profits and causes that are close to their own heart just as he has done since 1990.

When not working, Randy likes nothing better than spending time with his husband, Greg, at the Wildwood Retreat Center. Located on a mountaintop in Western Sonoma County, the Wildwood Retreat Center is Randy's favorite place in the world. This amazing retreat center specializes in yoga, massage and healing. Randy started a memorial grove to help people process their grief at the loss of a loved one and to create remembrance. In the grove among several hundred redwoods lie the memorial stones for loved ones. Randy loves to sit on a bench in the grove watching the redwoods grow. A Coast Redwood can live to be 2,000 years old, which is what Randy calls long-term planning!

Randy feels very fortunate to be a part of a very successful winery that does so much good in the world. He looks forward to introducing you to new Barefoot wines and bubbly, and though Randy has no formal training in the kitchen he hopes to continue doing his chef demos across the country. As Randy likes to say, "just because you're not an expert doesn't mean you can't have fun too!"

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To schedule an interview with Randy Arnold or for more information on Barefoot Wine & Bubbly, please contact:

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