

Biography of Ingo Grady

Director of Wine Education for Mission Hill Family Estate



Photo by: Brian Sprout

By his own admission, Ingo Grady has the best job in the Canadian wine business. As the Director of Wine Education for Mission Hill Family Estate, he has the enviable task of introducing premium wines to eager audiences both at the winery and at special events around the province. His passion for fine wine is evident in the way he shares his knowledge of and appreciation for particular vintages.

His current position as Director of Wine Education represents the second time he has worked with Anthony von Mandl, the proprietor of Mission Hill Family Estate. Von Mandl first approached Grady in 1981, when Grady was a young restaurateur. Grady gained knowledge and experience during a three-year apprenticeship in von Mandl's fine wine import business. Subsequently he worked for other domestic and international wineries, culminating in a year at Napa's

renowned Clos du Val. Returning to Canada in 1989, he founded Grady Wine Marketing, an agency that imported fine wines from around the globe. He has been a fixture on the BC wine scene ever since. One of the factors behind his success is his belief in relationship marketing: he values personal connections with his clients, many of whom have become friends over the years.

A desire to raise his young family in the Okanagan led Grady to contact von Mandl about the possibility of becoming part of the Mission Hill Family Estate team. Shortly thereafter, in October 1999, he assumed the role of Director of Wine Education. As a member of the senior management team, Grady plays a pivotal role in ensuring that guests have a memorable experience at the winery.

After spending 25 years in the wine business, Grady remains passionate about his chosen career: he claims, in fact, that wine runs in his veins. This is not surprising, as he was raised near Germany's Moselle River. Von Mandl himself apprenticed in the wine trade in this region. As a teenager Grady moved to Kelowna, the heart of BC's wine country, which further influenced his life path. He is a graduate of Simon Fraser University, and the proud father of three children.