Cakebread Cellars



Mike Jaeger, Cakebread Cellars' president and chief executive officer, has enjoyed a stellar career in the wine business, holding executive positions at a number of prominent, family-owned wineries in Napa Valley.

Mike Jaeger
President & CEO

Raised in the San Francisco Bay Area, Mike earned a business degree at Chico State University. After working for a time in advertising, he moved into brand management, joining Joseph Seagram & Sons, where he learned the fine points of the wine business. Mike subsequently was senior vice-president of marketing at Trinchero Family Estates; group president at Constellation Brands; president and chief operating officer of Wilson Daniels, an ultra-premium Napa Valley wine importer; and chairman of the board at Clos du Val Winery. Prior to joining Cakebread Cellars, Mike was CEO at C. Mondavi & Sons.

Mike's experience spans all major wine categories (table, sparkling and specialty wines), price points (economy to ultra-premium), and growing regions (California, Washington, Oregon, France, Italy, Australia, New Zealand, South America and South Africa). He was thrilled to join Cakebread Cellars in October, 2018.

"The Cakebread Cellars success story is nearly five decades in the making, yet many great chapters remain to be written," Mike says. "I am truly honored and excited to work with the family and our dedicated employees to continue building on this tradition of excellence."

An avid fine wine enthusiast, Mike enjoys tennis, tropical vacations with his wife, attending sporting events with his son, and trying to cajole his daughter into accompanying him to Journey concerts.