



Work honored by DACC group



17 HOURS AGO • [STAFF REPORT](#)

Peter Work, owner of Ampelos Cellars, has been recognized with the 2013 Danish American Innovation Award by the Danish-American Chamber of Commerce of Southern California (DACC).

The award, presented to business leaders who make exceptional contributions that favor the Danish and American communities, celebrates Work's distinct achievement in building along with his wife,

Rebecca, the first triple-certified organic, biodynamic and sustainable vineyard in America.

Ampelos wines are a popular brand in Denmark where 500 of its 4,000 annual cases are consumed — the second largest market to the United States.

“Peter has demonstrated that entrepreneurship and organic farming can be brought together to create a successful business and an amazing product enjoyed not only in America, but throughout homes, restaurants and hotels in Denmark,” DACC President Soren Eilertsen said in an announcement. Ampelos’ strong connection to Denmark, its commitment to the environment, and its celebrated wines are a true inspiration. We’re proud to single out the business for its creativity, tenacity and excellence.”

Work, who accepted the award at a Sept. 19 ceremony in Santa Monica, started Ampelos, which means “vine” in Greek, with Rebecca in 1999 with the purchase of 82 acres in the Santa Rita Hills.

In 2001 and 2004, 42,000 vines were planted on 15 acres and Ampelos has its own vines on 25 acres yielding pinot noir, syrah, grenache, and viognier grapes.

The Sept. 11, 2001 terrorist attacks in New York City were the impetus for Peter and Rebecca to devote themselves full-time to the winery.

“A canceled meeting that would’ve put me in the World Trade Center that morning caused me to reflect on my life and what was next for Rebecca and me,” Work said in the announcement. “Not only did we choose to devote ourselves full-time to the vineyard, but we wanted to make a difference by running the operation in the most environmentally sustainable way possible. Because of my strong roots in Denmark, I’m particularly honored to receive this award from the Danish- American Chamber of Commerce.”

Work began his corporate career in Denmark and then moved to the U.S. in 1988 to work as a technology executive for Price Waterhouse, the Walt Disney Company, and Exult, a company he co-founded with Rebecca and friends, that was later acquired by Hewitt Associates.

For more information on the DACC of Southern California, contact Eilertsen at 310-230-3150, soren@kollnergroupp.com or visit www.daccsocial.com.