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At the age of 22, Michael took the reins of his struggling, family vineyard and winery. With an old meat locker for an office, a shoebox marked "miscellaneous" for an accounting system and no training, he began canvassing the streets of San Francisco, selling wine and delivering it himself. As president of the winery, he has built a strong team and transformed the business into a success. With his seemingly endless energy, Michael is often referred to as "the James Brown of the wine industry" and spends 75% of his time out in the world introducing people to Honig wines.

A leader in sustainable farming, he chaired the first California initiative to develop a "Code of Sustainable Winegrowing Practices," a voluntary program establishing statewide guidelines for sustainable farming and winemaking. He is also involved in an innovative pilot program that trains yellow lab puppies to detect vine mealy bugs in the vineyard.

Michael sits on the board of directors of the Napa Valley Vintners Association, whose mission is to promote, protect and enhance the Napa Valley appellation and its wines. He also serves on the boards of several organizations including: the California Sustainable Winegrowing Alliance; California Farm Service Agency State Committee; Napa Crimestoppers; Tower Road Wine Storage; and is a past board member of the Wine Institute.

He lives on the Honig estate in Rutherford with wife Stephanie, daughters Sophia and Lola and son Sebastian, and their dogs Raisin and Kota.

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