

Winebow Announces Executive Leadership Appointments

Richmond, VA—June 9, 2020—Winebow, a leading national importer and distributor of fine wine and spirits, is pleased to announce the following executive appointments, elevating members of its leadership team to accelerate strategic growth and position the company for continued success.

Effective July 1st, Theo Koebel will be promoted to Executive Vice President of Portfolio Management, Arjun Dewan will be appointed Executive Vice President of Wholesale Sales, and Erle Martin will be appointed Executive Vice President of Business Development.

“Today represents an important new chapter for our company as we continue to set ourselves apart as a leader in fine wine and spirits,” said Dean Ferrell, President and CEO of Winebow. “These talented individuals have played a critical role in our strategic development. I look forward to working with them to leverage new opportunities and strengthen our business. With these new appointments, we are better prepared than ever to serve our partners and take our company into the future.”

Koebel, currently Senior Vice President of Portfolio Governance & Supply Chain, will oversee the wholesale portfolio management teams while maintaining his current responsibilities. Since joining the company in 2007, his previous positions include Vice President of Portfolio Analytics and Southeast Vice President of Portfolio Management.

In his new role, Dewan will lead broad market sales in all wholesale markets across the country. With over 20 years of sales experience, Dewan joined Winebow in 2016 and currently serves as Executive Vice President of Wholesale East.

Martin will assume a newly created position to drive wholesale strategy in the dynamic landscape of chain retail and e-commerce and manage key national retail relationships. Currently Executive Vice President of Wholesale West, he joined the company in 2016 with over three decades of industry experience.

All three will continue reporting directly to Dean Ferrell.

About Winebow

Winebow is a national importer and distributor that offers a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow’s national distribution platform comprises 19 markets that cover 65 percent of the wine consumption in the U.S. Winebow Imports’ four divisions—Craft + Estate, LLS, MundoVino, and Negotiants USA—are each dedicated to specific regions and have their own sales, brand, and marketing specialists. With a commitment to exceptional service, Winebow strives to be the best partner to its customers and suppliers, and to inspire a passion for fine wine and spirits nationwide. For more information, please visit www.winebow.com.