



Winebow Imports Strengthens Position with New Platform and Leadership Appointments

Richmond, VA—September 1, 2020—Winebow Imports, a leading national importer of fine wines from around the world, is pleased to announce its new sales and marketing platform, and leadership appointments. Beginning October 1st, the import organization will comprise two external sales divisions, Heritage and Pioneer, and three centralized support divisions: Marketing & Global Brands, Portfolio Management, and National Accounts. This evolution is specifically designed to enhance performance and drive growth for the benefit of customers and suppliers, while preserving a commitment to provide the very best quality in imported wine and specialized market support.

“The key to our longevity and continued success is our ability to innovate and evolve within our dynamic, ever-changing industry,” said Dean Ferrell, President and CEO of Winebow. “This is an exciting step forward for Winebow Imports, enabling us to accelerate sales and leverage our industry position.”

Ian Downey, Executive Vice President of Winebow Imports, will oversee the implementation and management of the new platform and leadership team. “Building on the strengths of our incredibly talented and knowledgeable team, this evolution allows us to concentrate and align our resources, providing an even better trade and customer experience,” said Downey. The new role appointments are as follows: Ted Campbell, Senior Vice President of Heritage; Kathy Marlin, Senior Vice President of Pioneer; Liz Mathews, Senior Vice President of Portfolio Management; and Diego Lo Prete, Senior Vice President of Marketing & Global Brands.

The Heritage and Pioneer sales divisions will focus on specific areas of the Winebow Imports portfolio, each representing an integral part the national importer’s identity. Heritage will represent a storied and distinct selection of acclaimed producers from prominent areas across Europe, championing Winebow Imports’ longstanding contributions to the fine wine sector. Pioneer will be dedicated to the fine wine stewardship of pioneering families and iconic brands in key growing regions of the Southern Hemisphere. The relationships with these families, who continue to change the course of winemaking and viticulture in their respective countries, are a hallmark of Winebow Imports’ ongoing commitment to vision and excellence.

To balance the depth and specialization of these two sales divisions, as well as the focus of the National Accounts Division, the creation of the Marketing & Global Brands Division will provide brand development and strategic planning support for Winebow Imports’ leading brands and partners. In the same manner, the formation of the Portfolio Management Division will strengthen business management processes and create a direct path for supplier strategies.

“Liz, Diego, Kathy, and Ted have been instrumental in the development of our import business, and they bring a wealth of industry experience and acumen to their new roles,” said Downey. “I look forward to working with them and the entire team as we set our sights on future growth and success.”

About Winebow Imports

Winebow Imports has been an industry leader for 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. A national importer known for cultivating lasting relationships with extraordinary wine families who are dedicated to their unique regions, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence. For more information, please go to www.winebow.com/imports.