



WINEBOW

FINE WINE + SPIRITS

Winebow Strengthens its Commitment to Washington State with New Leadership Appointment and Expanded Distribution Center

Richmond, VA—March 17, 2021—Winebow, a leading national distributor of fine wine and spirits, is pleased to announce, effective immediately, the appointment of Chris Luke as Vice President of Wholesale Sales, Broad Market for the state of Washington. Underscoring Winebow’s commitment to the Washington wine sector and to growing its wholesale business in the state, the company will also move to a new distribution center this summer, increasing warehouse capacity by 50 percent.

“We are excited to realize our plans for growth in this important market and winegrowing region,” said Dean Ferrell, President and CEO of Winebow. “Chris has been a valued member of the Winebow team for almost two decades. He is a talented leader with an excellent track record of leveraging new opportunities and strengthening our business. His appointment, together with our new distribution center, will even better position us to serve our partners and customers in Washington.”

“I am thrilled about this opportunity in such a dynamic market and wonderful wine region,” said Luke. “We have an exceptional team and I look forward to working with them to take our business to the next level.”

Since 2015, Luke has served in this same capacity at Winebow in Georgia and will be relocating to Washington, where he will partner with Paige Dean, Vice President, Chain Retail, and Andy Rothbaum, Vice President, Portfolio Management, to lead Winebow’s sales efforts in the state. Luke will report to Arjun Dewan, Executive Vice President, Broad Market Wholesale Sales.

The new Washington distribution center will be located south of Seattle in Kent and include sales and administrative offices.

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, representing over 100 estates from Europe and the Southern Hemisphere, balances its impressive growth with a culture of specialization and excellence. 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.