



Winebow Appoints Aileen Sevier Director of Marketing, Upper Left

Richmond, VA – August 1, 2023 – Winebow is pleased to announce that Aileen Sevier has joined the company as Director of Marketing for its Upper Left Campaign.

This new role at Winebow is designed to collaborate with wineries from America's "Upper Left" to advance the recognition and market position of Washington and Oregon wines throughout Winebow's wholesale footprint, which covers 60% of U.S. wine consumption. The Upper Left Campaign is a significant focus area at Winebow and reflects their commitment to be the go-to distributor for Pacific Northwest wines.

Sevier's career includes varied experiences throughout the industry including at the supplier, importer, wholesaler, and restaurant tiers. Most recently she served as Vice President, Strategy and Marketing at Early Mountain Vineyards in Virginia. Prior to that role she managed a global portfolio at Terlato Wines International and was Assistant Director of Beverage Strategy at Legal Sea Foods.

She graduated with honors from Kenyon College and holds an M.B.A. from Brandeis University's International School of Business. She is a graduate of the WSET Diploma program and is currently pursuing her Masters of Wine certification.

Sevier will report to Dean Ferrell, President & Chief Executive Officer.

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About Winebow

Winebow is a national importer and distributor, offering 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 Wholesale's national distribution platform comprises 18 markets, covering 60 percent of the wine consumption in the U.S. Winebow Imports services all U.S. States and Territories, representing over 130 estates from Europe (Heritage Portfolio), as well as the Southern Hemisphere and emerging domestic areas (Pioneer Portfolio). Winebow Imports balances its impressive growth with a culture of specialization and excellence. For more information, please visit www.winebow.com.