



Winebow Imports Appoints Brad Mayer as Senior Vice President, Marketing

Richmond, VA – September 19, 2023 – Winebow Imports, a leading national importer of fine wine and spirits, is pleased to announce the appointment of Brad Mayer as Senior Vice President, Marketing. Mayer will lead the Marketing and Global Brands division (MGB), and report to Ian Downey, Executive Vice President, Winebow Imports.

"I am thrilled to work with Brad again. His expertise in both trade and consumer marketing, as well as new product launches, are a great fit for Winebow Imports in our stewardship of category-leading brands, and the launching of new brands and partnerships on the horizon," said Downey.

Mayer is well acquainted with many of the Winebow Import brands, as his wine and spirits journey began in 2006 with The Click Wine Group (later acquired by Winebow in 2008). During his 9-year stretch with Winebow, Mayer fueled the marketing strategy development for brands such as Catena Zapata, Clean Slate, and Root:1, as well as launching High Note Malbec. In 2015 he continued his focus on wine marketing through leadership positions at Precept Wine and Union Wine Company.

"I am beyond excited to be joining Winebow Imports. Their growth story continues to have a considerable influence on fine wine in the U.S. I am looking forward to being a part of the team," said Mayer.

A native New Yorker, Mayer is a graduate of Haverford College and holds a master's degree in business administration from Harvard Business School. Before transitioning into wine, Mayer held marketing positions at General Mills, Nordstrom, and Amazon.

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About Winebow Imports

Winebow Imports has been an industry leader for over 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 visit www.winebow.com/imports.