



## **Winebow Promotes Kristi Delovitch & Chris Luke in Unification of Wholesale Sales Teams Under Arjun Dewan**

**Richmond, VA (September 5, 2023)** – Winebow is pleased to announce an alignment of resources designed to best address the market and build a more direct path of communication and execution for its suppliers and customers.

In a move that creates one point of contact both externally and internally, the company is unifying its wholesale sales divisions under Arjun Dewan, Executive Vice President, Sales. With this change, Dewan will be responsible for all wholesale sales teams including broad market, chain retail and national accounts while Erle Martin, Executive Vice President, Business Development, will be focused on growth initiatives, including Winebow's Ecommerce and digital platforms.

This unification includes exciting and well-earned opportunities for Kristi Delovitch, a fourteen-year veteran of the company, who is promoted to Vice President, Sales, Maryland, Delaware & Washington, D.C. and Chris Luke, a twenty-year company veteran, who is advanced to Senior Vice President, Sales, Washington & Idaho.

"We always seek to promote-from-within whenever possible, and expanding the responsibilities of both Kristi and Chris at this time fits perfectly into our overall plan to pool resources and create efficiency for our partners by unifying our wholesale sales teams under common leadership at both the market and national level," said Dean Ferrell, President & Chief Executive Officer.

"Our suppliers and customers have been asking for this type of structure for some time, and we believe it will improve our ability to proactively address the market," added Dewan.

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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](http://www.winebow.com).