



Winebow Imports Appoints Korinne Munson as Senior Director of Public Relations

Richmond, VA—February 9, 2023—Winebow Imports, a leading national importer of fine wine and spirits, is pleased to announce the appointment of Korinne Munson as Senior Director of Public Relations. In her new role, Munson will oversee communications across the Winebow Imports portfolio, which features a wide selection of global producers from Argentina, Australia, Chile, France, Germany, Greece, Italy, and beyond.

“Our portfolio is filled with stunning vineyards, passionate and talented winemakers, and beautifully crafted, top-scoring wines,” said Diego Lo Prete, Senior Vice President of Marketing and Global Brands, Winebow Imports. “With her deep knowledge of wine and the wine industry, and her background in journalism and marketing, Korinne will help us tell their stories to a wider audience of press, media and trade.”

“I am thrilled with this opportunity to take awareness of Winebow’s amazing brands to new heights,” said Munson. “I look forward to working with colleagues across the company and around the world to help define and educate the U.S. market about what is special and unique about each Winebow Imports property.”

Munson has over 20 years of marketing and public relations experience and started her career focusing on French wines and Champagne at Clicquot Inc., where she also served as national brand ambassador for Champagne Krug. She then moved to Sonoma to be Director of Marketing at J Vineyards & Winery. Next she ran the E.U. funded campaign for Greek wines in the U.S. and Canada before returning to L.V.M.H as Director of Communications & Digital for Estates & Wines, Chandon and the whisky group. Recently she has been consulting for clients including Opus One, Chateau d’Yquem, Frog’s Leap and Chateau d’Estoublon.

Based in Palm Beach, Florida, Munson will report to Lo Prete.

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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