

## PRESS RELEASE

### **Winebow Sharpens U.S. Wholesale Market Strategy with Leadership Changes and Regional Realignment**

*Company targets stronger cross-market execution  
and supplier growth through new structure*

May 11, 2026

Winebow is realigning its wholesale leadership structure across key U.S. markets as it looks to strengthen execution, improve cross-market coordination, and accelerate growth for supplier partners.

The move includes a leadership transition in California and the creation of a new North Region combining the company's Northeast and Midwest operations — two of its most important markets.

In California, Scott Edwards, Senior Vice President, California, will retire at the end of 2026 following more than four decades in the wine and spirits industry. Edwards has played a central role in building Winebow's California platform and expanding supplier partnerships across the state.

He will be succeeded by Joe Siler, who takes over as Senior Vice President, California, effective July 1. Siler previously led the company's Midwest business and is known for driving market growth and building high-performing sales teams. He will work alongside Edwards during a transition period aimed at maintaining continuity in the market.

Additionally, effective July 1, Winebow is aligning its Northeast and Midwest divisions into a newly formed North Region under Sean Woods, Senior Vice President, a 10-year company veteran. The consolidation is intended to streamline coordination across markets and create a more unified approach to supplier execution and key account management.

"This is about sharpening how we execute in the market," said Dean Ferrell, President and CEO. "We see an opportunity to better align our teams, scale what's working across regions, and deliver stronger results for our supplier partners."

#### **About Winebow**

Winebow is a national distributor and importer, 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. For more information, please visit [www.winebow.com](http://www.winebow.com)