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FOR IMMEDIATE RELEASE

**A to Z Wineworks
Expands Sales Force Supporting Rapid Growth**

A C Nielsen reports A to Z Wineworks has grown to become the number one selling Oregon brand. In response to double digit growth, the company has added another 34,000 square feet to increase capacity and expanded the sales force. President of National Sales, Ron Mertz, "With the business growing at such a pace, +25% in depletions over the prior year across all channels, it is incumbent upon us to provide the best possible service to our trade partners. In support, we have appointed two proven industry executives to bolster our sales efforts."



A to Z Wineworks promoted Rick Vehrs to Vice President of Sales – Strategic National Accounts tapping his extensive experience at every level of the wine business. A five year A to Z veteran, Rick has been a catalyst in helping the company triple in size during that time.

Prior to his tenure with A to Z Wineworks, Rick held senior positions with Charles Krug, Peter Mondavi Family of Wines, Alaska Distributors, and Beringer Blass Wine Estates.

Rick will be partnering with priority retail customers across the country.



Assuming Rick's region is Annette Larson, CWE, a wine industry veteran, joining the A to Z national sales team as the Vice President of Sales – Northwest. A regional manager from Hess Family Estates for the last five years, Annette has further experience in a variety of on-premise, educational and brand management roles with Phillips Wine and Spirits in Minnesota and Young's Market Company in Oregon.

Annette will be responsible for managing distributor sales and priority customers throughout AK, ID, MT, OR, UT, WA and WY.

About A to Z

Sourcing from vineyards across the state, A to Z Wineworks offers "The Essence of Oregon" by carefully blending wines true to their variety. Consistently recognized for offering affordable quality, A to Z Wineworks was named *Wine & Spirits Value Brand* of 2015.

100% Oregon sourced and based, A to Z sets the standard for cool climate, food-enhancing Pinot Noir, Pinot Gris and Chardonnay. A to Z's unoaked Oregon Chardonnay is America's number one selling Oregon Chardonnay.

The group has the most Oregon winemaking experience and includes A to Z and the artisanal wines of REX HILL (less than 2% of total production), William Hatcher and Francis Tannahill.

The company is committed to sustainability and has been a certified LIVE winery for eight- years, since the program began. A to Z Wineworks became a B Corporation in 2014 and was named one of three global B Corp Champions in 2015 for modeling best practices. A to Z has been recognized for innovation and as one of the top four small businesses in Oregon two years in a row.

Founder, Deb Hatcher, “Everyone can benefit from business success if, at every level from suppliers to production to distributors to trade, practices are economically, environmentally and socially sound and sustainable. As businesses grow, opportunities for greater good grow with them.”

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