



February 1st, 2018 - IMMEDIATE RELEASE

**A to Z Wineworks Appoints Deborah Alfaro
as Vice President of Strategic Accounts**

A to Z Wineworks, Oregon's best-selling wine brand, has named wine industry veteran Deborah Alfaro as a Vice President of Strategic accounts, effective February 1st. In this role, Deborah will be responsible for nurturing key retail customer relationships across the Eastern United States.

"As A to Z's footprint in national accounts continues to grow," said Ron Mertz, President of National Sales for A to Z Wineworks, "we identified the need to cultivate an improved connection with the burgeoning retail channel and Deborah's successful track record both with national accounts and fine wine made her a natural fit for our organization. Deborah will work closely with her counterpart, Rick Vehrs, who will share responsibility for this vital segment of our business in the Western states."

Deborah brings 25 years of wine sales experience, including a 20-year tenure with Republic National Distributing Company during which she rose from a Sales Representative to Senior Vice President for Florida On-Premise Sales. More recently she led National Accounts for growing brands from a variety of wine regions. Born in Dublin and University-educated in Belgium, Deborah speaks multiple languages and looks forward to bringing her wealth of experience and relationships to A to Z Wineworks.

About A to Z

A to Z Wineworks offers "The Essence of Oregon" by sourcing from vineyards across the state and carefully blending wines true to their variety. 100% Oregon sourced and based, A to Z sets the standard for cool climate, food-enhancing Pinot Noir, Pinot Gris and Chardonnay. In 2014 A to Z Wineworks became a certified B Corporation and has been recognized as a 'Best for the World' company every year since. In 2017, A to Z became the first Oregon wine brand to win an *Impact* 'Hot Brand' Award on the basis of its consistent growth and increasing stature.

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