



## **The Winebow Group Appoints Erle Martin as Executive Vice President, Wholesale West**

**Richmond, VA—August 2, 2016**—The Winebow Group, a national importer and distributor of fine wine and craft spirits, announced today the appointment of Erle Martin as Executive Vice President, Wholesale West. In this newly created role, Martin will oversee the company’s distribution network in California, Washington, and Idaho. Based in Benicia, California, he will report to David Townsend, President and CEO of The Winebow Group.

“It gives me great pleasure to welcome Erle to The Winebow Group family,” said Townsend. “With the expansion of our distribution network on the West Coast and our recent acquisition of The Henry Wine Group in California, Erle’s skills as a leader and strategic thinker will enable our team to thrive. As strengthening our position on the West Coast is integral to our success as a leader in fine wine imports and distribution in the country, I am confident that will provide tremendous value to the company.”

“I am thrilled to join The Winebow Group as it enters this exciting phase of growth and look forward to driving the success of the company’s efforts on the West Coast,” said Martin. “I believe in The Winebow Group’s integrated model as a fine wine distributor and importer, and admire the direction the company has taken under David’s leadership.”

Martin brings to The Winebow Group over 25 years of industry experience, including leadership and management roles in both wholesale distribution and winery operations. Most recently, Martin was President and CEO of Crimson Wine Group, where he implemented growth and sustainable profitability for its luxury brands. Prior to that, he oversaw Francis Ford Coppola’s wine interests, leading a decade-long period of transformational growth and increased revenue.

### **About The Winebow Group**

The Winebow Group comprises national importer and distribution houses that offer comprehensive portfolios of fine wine and craft spirits from around the world. The company represents some of the most established, family-owned properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. With a focus on education and outstanding customer service, The Winebow Group’s distribution network reaches over 70 percent of the wine consumption in the U.S. and includes the states of California, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia, Washington, West Virginia, Wisconsin and Washington, D.C. This unprecedented reach and level of service make the company unique in the fine wine and craft spirits sector. For more information, please visit [TheWinebowGroup.com](http://TheWinebowGroup.com).