



The Winebow Group Appoints Master Sommelier Fred Dexheimer as Director of Wine Education

Richmond, VA – February 6, 2017 – The Winebow Group, a national importer and distributor of fine wine and craft spirits, announced today the appointment of Fred Dexheimer, MS as Director of Wine Education. Dexheimer will be based in the New York City office and will report to Kara Mertz, Vice President of Organizational Development.

“We are thrilled to welcome Fred to The Winebow Group family,” said David Townsend, President and CEO of The Winebow Group. “Education and a passion for wine and spirits are at the core of what we do every day. Fred brings to this position not only his vast knowledge, experience and stellar reputation in the wine and spirits community, but an energy and enthusiasm that will undoubtedly help further our mission to engage and inspire our teams, suppliers and customers.”

“After being a client and huge fan of the company during my wine and spirits career of over 15 years, I am thrilled to become a part of The Winebow Group’s wine education department,” said Dexheimer. “It’s extremely exciting to join this team of excellent wine professionals and educators across the United States. I look forward to developing salient educational programs that make an impact and further ignite the passion we share for wine and spirits.”

Dexheimer will oversee The Winebow Group’s wine education department and the building of an adjunct community of wine and spirits educators to further enhance education offerings both internally and externally. He will visit various markets to determine how education can best support corporate initiatives and attend local market activities as part of the company’s overall education strategy.

Dexheimer has a long-standing relationship with The Winebow Group, having worked with the company during his 15 years in some of New York City’s top restaurants alongside chefs and restaurateurs such as Jean-George Vongerichten, Danny Meyer and Chris Cannon. He also worked for five years with his friend and mentor Laurent Tourondel as the national wine and beverage director for the BLT Restaurant Group.

In 2009, Dexheimer founded Juiceman Consulting and over the past eight years amassed a wide array of clients, including Wines of Chile and Wines of Southwest France for whom he worked as U.S. educator. He also served as an adjunct wine educator at the International Culinary Center, editorial advisor to *Sommelier Journal*, and hosted corporate and private wine tasting events as part of his consulting business. Dexheimer has also contributed his wine and spirits expertise to many leading publications, including *The New York Times*, *Food & Wine*, *Wine & Spirits*, *Wine Spectator*, *Beverage Media*, *Wine Enthusiast*, *Cosmopolitan*, *Time*, *Newsweek* and *People*.

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.