



The Winebow Group Appoints Master Sommelier Ron Edwards as Director of Wine Education

Richmond, VA – February 13, 2018 – The Winebow Group, a national importer and distributor of fine wine and spirits, announced today the appointment of Ron Edwards, MS as Director of Wine Education. Edwards will be based in Richmond, Virginia.

“I am delighted to welcome Ron to The Winebow Group family,” said David Townsend, President and CEO of The Winebow Group. “With 22 years of experience in hospitality, consulting, and entrepreneurship, Ron brings an exceptional skill set to this position as an educator, leader, and professional dedicated to wine service. I look forward to seeing how his unique and varied experience in the industry will positively impact our wine education department, and I am confident that his programs will inspire our teams, suppliers, and customers.”

“Joining The Winebow Group is a dream opportunity and one that will allow me to grow professionally while continuing my ambassadorship for meaningful wine education,” said Edwards. “With full support from the Winebow leadership team, I look forward to implementing a curriculum that serves the needs of the company and underscores our commitment to a robust education program for colleagues and partners.”

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

Edwards brings over two decades of industry experience that includes developing restaurant wine programs, curating selections for retail and wholesale clients, conducting staff trainings, and organizing fundraising events. Prior to joining The Winebow Group, Edwards was the CEO and Founder of Bottle Rocket Wine and Culinary Image Consultants, a company he launched in 2013 with clients in cities across the U.S., including New York, Chicago, Denver, and Washington, D.C. Edwards organized educational programs for consumer and professional groups, including the Court of Master Sommeliers, and coordinated corporate wine events for businesses such as The Weather Channel and Nielsen. In addition to co-founding and hosting Wine Talk Radio in Charlevoix, Michigan, he also founded Wine Talk Media in 2013.

Before earning the Master Sommelier Certification from the Court of Master Sommeliers in 2005, making him the 127th out of 236 in the world, Edwards held restaurant positions as general manager, sommelier, and educator at various locations in Michigan.

About The Winebow Group

The Winebow Group comprises national importer and distribution houses that offer comprehensive portfolios of fine wine, spirits, and sake 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, Oregon, Pennsylvania, Rhode Island, 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 spirits sector. For more information, please visit TheWinebowGroup.com.