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FOR IMMEDIATE RELEASE

A to Z Wineworks Earns *Impact* ‘Hot Brand’ Award

A to Z Wineworks, Oregon’s best-selling wine brand, was awarded status as an M. Shanken Communications *Impact* Hot Brand based on 2016 performance. *Impact* confers the Hot Brand award to wine brands depleting more than 250,000 cases while growing either 15% or more in the last year, or 10% or more for three consecutive years. A to Z is the first Oregon winery to achieve this distinction.

Deb Hatcher, A to Z Wineworks’ Founder and Chief Sales and Marketing Officer commented, “While our goal has been to be the best, not necessarily the biggest, now as Oregon’s best-selling brand, this award is a welcome accomplishment for us and for Oregon.”

“We are honored to win this recognition and join the prestigious company of previous Hot Brand award winners,” said Amy Prosenjak, President of A to Z Wineworks. “This is an opportune moment to thank both our trade partners and the consumers who have been vital to our business’ growth.”

The award reflects fifteen years of steady expansion for a brand whose first cuvee was blended in 2002 by the four founders around a kitchen table. Twice recognized for producing one of *Wine Spectator’s* Top 100 Wines of the Year for its Pinot Noir, the brand has more than tripled its sales and production over the past decade.

A to Z Wineworks achieved another milestone in 2014 when it became the only certified B Corp winery in the world. Since joined by a handful of like-minded wineries, A to Z Wineworks has twice been celebrated by B Lab as a ‘Best for the World’ company.

Amy Prosenjak and Ron Mertz, President of National Sales, will accept the award at the 74th Annual Wine & Spirits Wholesalers of America Convention at Grande Lakes Orlando, Florida on April 19th.

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. A to Z’s unoaked Oregon Chardonnay is America’s number one selling Oregon Chardonnay. The company is committed to sustainability and has been a certified LIVE winery since the program began in 2008.

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