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A to Z Wineworks Appoints Leslie Kruempel as Director of Marketing



A to Z Wineworks, Oregon’s best-selling wine brand, is pleased to welcome Leslie Kruempel as Director of Marketing. Leslie will manage brand and creative initiatives that elevate the consumer connection as A to Z’s business continues to expand.

Deb Hatcher, Founding Partner and Chief Marketing Officer for A to Z Wineworks said, “Leslie is a purpose driven marketing and communications leader with proven success in one of the most competitive food and beverage categories. We look forward to continue advancing our marketing strategy together.”

Leslie brings over 10 years of experience in the food and beverage industry, many of which were in marketing and mission leadership positions for Organic Valley, one of the nation’s leading organic brands. After building Organic Valley’s social media program from the ground up, she led high-engagement marketing campaigns that won Effie, Addy and Webby awards.

“It’s fulfilling to join a company that not only makes fantastic wine, but does so while partnering commerce with conscience,” said Leslie. “I’m eager to help more people find A to Z Wineworks as they look to spend their dollars with companies working to improve the world.”

About A to Z

Since 2002, A to Z Wineworks has been offering “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. A to Z Wineworks is an equal opportunity employer and works toward racial equity and inclusion. The company is based in Newberg, Oregon at their REX HILL property. To learn more visit www.AtoZwineworks.com

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