



FOR IMMEDIATE RELEASE

Growing A to Z Wineworks Expands Sales Force

NEWBERG, OR (December 9th, 2019) A to Z Wineworks announces today the expansion of its sales force. Ron Mertz, President of Sales notes, “As we continue to lead the charge for Oregon wine category growth, the addition of sales resources underscores our commitment to sustainable growth for our national business. We remain fully committed to provide our trade partners best-in-class service on behalf of the A to Z and REX HILL brands.”



A to Z Wineworks has recently created three new sales roles in support of our commercial execution. Laura Standley has been named Regional Manager for the winery’s Southeastern Region, John Verette is now Vice President of Sales in the Southwestern Zone, and Troy Thomas is transitioning to the newly created role of Strategic Consultant, located in the Southwestern Zone.

Laura brings experience as an Area Manager for Republic National Distributing Company (RNDC), where she oversaw on-premise sales teams in the competitive Miami area. She is a Certified Specialist of Wine, Level One Sommelier, and has successfully completed the WSET Level II Course. A graduate of Temple University, Laura resides in South Florida and will partner with Ken Schuller, A to Z’s Vice President of Sales for the Southeast. Laura will focus on the key Florida market for the near-term.



John Verette joins A to Z Wineworks with over a decade’s experience in wine and spirits sales, having worked for RNDC for eight years and on the supplier side with Constellation for four years. Most recently he served as a Division Manager for RNDC in Texas. A graduate of Texas Lutheran University, John is based in San Antonio. John will reside in Texas, and is responsible for our business in Texas, New Mexico, Colorado, Kansas, Louisiana, Oklahoma and Arkansas.

Troy Thomas, previously Vice President of Sales for the Southwest, is transitioning to the newly created role of Strategic Consultant. Troy’s career in wine sales spans more than 25 years, including numerous leadership roles within fine wine companies, and during his two years at A to Z he made numerous contributions to increase the brand’s growth and stature. In his new role, Troy will consult on special projects and key account relationships.

About A to Z Wineworks

A to Z Wineworks consistently offers well-made wines which capture “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, the family-owned A to Z Wineworks became a certified B Corporation and has been recognized as a ‘Best for the World’ company every year since.

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