

# RODNEY STRONG

## VINEYARDS

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**FOR IMMEDIATE RELEASE**

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### RODNEY STRONG WINE ESTATES GROWS SALES ORGANIZATION, EMPHASIZES LUXURY WINES

*Hired Anthony Capobianco, National Accounts Director – Off-Premise (new role)*  
*Promoted Heather Hanks, National Accounts Director – On-Premise (new role)*  
*Promoted Jenny Sage, Southeast Regional Account Manager (new role)*  
*Hired Ryan Clark, Southwest Regional Account Manager (expanded role)*  
*Hired Megan Skaggs, Northern California Chains District Manager (new hire)*

**HEALDSBURG, California (March 25, 2015)** – Rodney Strong Wine Estates, under the direction of Senior Vice President Sales & Marketing, Carmen Castaldi and Vice President National Sales, Andrew Block has made key adjustments to their sales force to address national chain account opportunities and emphasize their luxury portfolio.

With continued and growing recognition for quality Sonoma County wines, the family owned winery built their second Artisan Wine Cellar to support the growth of their luxury wines. They have also finished construction of “The Terrace” designed for outdoor hospitality and trade functions at the winery in Healdsburg. Investments continue in the marketplace as well with additional and expanded sales positions filled by senior level industry talent and promotion from within. “The winery is committed to delivering best-in-class support on every front, especially to our customers. We expect this added focus on chain accounts and expanded structure to create incremental value for our distributor and retail partners across the country,” says Block.

Most recently, Rodney Strong hired Anthony Capobianco as National Accounts Director, Off-Premise. Anthony is a leader within the industry with broad experience across markets and segments, most recently managing the Kroger account for both Treasury Wine Estates and MillerCoors. In addition to the Kroger account nationally, Anthony will be responsible for building out Rodney Strong Wine Estates Off-Premise Chains strategy and implementation of a centrally coordinated, consistent approach to off-premise customer management.

Three Off Premise chain additions are included. Jenny Sage, promoted to Southeast Regional Chain Manager will be responsible for account calls including, but not limited to Whole Foods, Harris Teeter, Delhaize and Total Wine. New hire, Ryan Clark steps into an expanded role, taking responsibility for Walmart and Sam’s Club nationally in addition to Texas chains. Furthermore, Megan Skaggs has been hired as District Manager for Northern California Chains. Megan formerly held a role with Southern Wine & Spirits responsible for Chain Sales and Category Management.

In the On-Premise channel, Heather Hanks has been promoted to National Account Director, reporting to Vice President National Accounts, On-premise Colleen Brennan. Rodney Strong Wine Estates has experienced significant growth over the last three years with Colleen’s leadership in the On-Premise channel National Accounts. Adding Heather Hanks to the team will help the winery meet growth and luxury presence goals in restaurants across the U.S.

“Andy Block has stepped into his role as our Vice President National Sales for the last year with great strategic thought and market insights. This structural change addresses our collective opportunity with both our distributor and retail partners as well as the talented people we’ve hired and promoted from within.” acknowledges Carmen Castaldi.

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Rodney Strong Wine Estates is a family owned, Sonoma County wine company that includes Rodney Strong Vineyards and Davis Bynum Winery. Rodney Strong grows and produces wines exclusively from four of Sonoma County’s finest appellations – Alexander Valley, Russian River Valley, Chalk Hill and Sonoma Coast. The winery was founded in 1959 by wine pioneer Rodney D. Strong as the 13th bonded winery in the county. Davis Bynum crafts single vineyard Russian River Valley Pinot Noir and Chardonnay. The company aspires to conserve and protect the environment in all its operations. The Klein family, a fourth generation California farming family, entered the wine business with the purchase of Rodney Strong Vineyards in 1989.

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