



VINA ROBLES

VINEYARDS & WINERY

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Media Contact: Simone Michel
805-227-4812, s.michel@vinarobles.com

VINA ROBLES WINERY APPOINTS STEVE LISTER AS DIRECTOR OF SALES

Paso Robles, CA— Vina Robles Vineyards & Winery today announced the appointment of Steve Lister as Director of Sales. With more than 20 years of experience in the wine industry, Lister will lead the company's sales priorities to further build the Vina Robles brand in the U.S. and export markets. He replaces Marc Laderriere, who was with the company since 2003.

Lister started his career in the wine business in 1994 with Beringer Wine Estates followed by Chalone Wine Group and J&L Wines. Lister then joined Justin Vineyards & Winery where he worked for the past 17 years. He held the positions of California Sales Manager, Regional Sales Manager, Director of Sales Retail Division and National Sales Manager. He was named Justin Winery's Employee of the Year in 2007.

"We are very excited to welcome Steve to the Vina Robles team," said Hans – R. Michel, Managing Partner of Vina Robles Vineyards & Winery. "Steve's wealth of experience is crucial to us and we look forward to elevating our national and international sales efforts under his leadership."

As Director of Sales, Lister will share the Vina Robles family's passion for European inspired wines that express the varietal character and local terroir. He will oversee a team of four regional sales managers and be responsible for managing and directing all aspects of Vina Robles' wholesale business, including export, on-premise and retail sales as well as the strategic brand development plans to fulfill Vina Robles' growth plans.

About Vina Robles Vineyards & Winery: *European Inspiration – California Character.* Vina Robles crafts wines that represent a stylistic bridge between the Old and New worlds, capturing the finesse associated with European wines while celebrating the bold natural flavors of their estate vineyards in Paso Robles. Here, proprietor Hans Nef and managing partner Hans – R. Michel bring their Swiss heritage to California's Central Coast, where they aim to unite the best of both experiences. For more information, visit www.vinarobles.com.

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