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VINA ROBLES WINERY ANNOUNCES NEW BROKER FOR SOUTH EASTERN STATES

Paso Robles, CA—Vina Robles Winery today announced that it is partnering with Van Hooven & Associates to represent Vina Robles wines in the South Eastern region of the United States.

Effective July 6, Atlanta-based brokerage Van Hooven & Associates will represent Vina Robles wines in Georgia, Alabama, North Carolina, South Carolina, as well as Tennessee.

Curt Van Hooven, president of Van Hooven & Associates, has been in the wine and spirits industry since 1984. Prior to starting his own business, he was the South Eastern Director of Wine Sales for United Distillers and Vintners, a Diageo company, based in Miami. Van Hooven's career spanned over 16 years with Diageo in different management levels. "Curt has a very focused selection and he will give us added exposure in the market," said Marc Laderriere, the winery's director of sales. "It will bring us closer to our consumers and offer us a more hands-on approach, to help assist our distributors grow the brand. We are very excited to be working with Van Hooven & Associates heading into the second half of 2011 and beyond."

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About Vina Robles

We craft 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 our 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. Our wines are available across the United States and overseas, and can be enjoyed at our hospitality center in the heart of the Paso Robles wine country. Please visit us soon to taste the Vina Robles difference.