



**FOR IMMEDIATE RELEASE**

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**FOLEY FAMILY WINES ANNOUNCES ORGANIZATIONAL STRUCTURE**

*Most administrative functions to be based in Sonoma*

**SONOMA, CA.** – Tim Matz, President of Foley Family Wines, has announced the completion of the company’s organizational structure. Formerly Foley Wine Group, the new name reflects “the family ownership and entrepreneurial spirit of Bill Foley that will continue to drive this company,” according to Mr. Matz.

Mr. Foley announced the purchase of Sebastiani Vineyards and Winery in December 2008. The Foley Family Wines portfolio also includes Lincourt Winery, Foley Estates Vineyard and Winery and Firestone Winery in Santa Barbara County, California; Merus Winery in the Napa Valley and Three Rivers Winery in Walla Walla, Washington.

Finance and administrative functions, purchasing, customer service and marketing have been centralized in Sonoma, California. “We look forward to continuing to be an integral part of the community in Sonoma,” said Mr. Foley. Tasting room and wine club management are based at Firestone Winery in Los Olivos, California. Vineyard, winery and production management will remain decentralized at their respective properties.

The sales organization will consist of five zone sales managers located throughout the United States, including **Steven Mann**, Northeast Zone Sales Manager, **Gary Hamachek**, Southeast Zone Sales Manager, **Bob Visconti**, Central Zone Sales Manager, **Susan Allen**, Northwest Zone Sales Manager and **Susie Owen**, Southwest Zone Sales Manager. Reporting to these Zone Managers will be a network of ten Regional and District Sales Managers. **Barbara Messer** will have responsibility for corporate on premise business as National Accounts Sales Manager. Texas based wine brokerage firm The Spirivin Group, covering the South Central area of the country, will report to Bob Visconti, while Seaboard Brokers will manage distribution in New York and New Jersey, under the direction of Steven Mann.

The new structure included a small number of staff and management reductions in the merging of Foley Wine Group and Sebastiani. “As with any organization of this type, change is inevitable and necessary,” said Mr. Matz. “We have no further plans for any other structural



changes and we do foresee an increase in our staffing as we grow our business.” Details of individual appointments and promotions are included in the addendum to this announcement.

“In just four weeks since the close of the sale of Sebastiani Vineyards and Winery, we have completed our organizational structure, made enormous progress towards integrating our inventory, sales management and accounting systems, renamed our company, created our new logo and introduced our mission statement and vision to our employees. Last week we held our first annual National Sales Meeting in Sonoma and Los Olivos. I am immensely proud of the people that make up this organization and their hard work and professionalism that have resulted in these remarkable achievements. Foley Family Wines is now positioned to be an important part of the global wine industry in the super- and ultra-premium categories,” said Mr. Foley. “Our growth will be based on the strengths of our family of wineries and people, and I will continue to augment that growth with further additions to the portfolio as opportunities present themselves.”

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Based in Sonoma, California, family-owned Foley Family Wines began in 1996 with the founding of Lincourt Winery in Solvang, California. The other wineries and brands in the portfolio include Foley Estates Vineyard and Winery, Firestone Winery and Goodnight Winery in Santa Barbara County, Merus Winery and Altvs in the Napa Valley, Three Rivers Winery in Walla Walla, Washington and Sebastiani Vineyards and Winery in Sonoma. To learn more about the company please use the information provided above.



## **ADDENDUM**

The following people have been appointed or promoted to positions within Foley Family Wines:

Steve Mann, Northeast Zone Sales Manager  
Donna Hutchinson, New England Regional Sales Manager, reporting to Steve Mann  
Seaboard Brokers, reporting to Steve Mann

Gary Hamachek, Southeast Zone Sales Manager  
David Pratt, Regional Sales Manager, reporting to Gary Hamachek

Bob Visconti, Central Zone Sales Manager  
Reporting to Mr. Visconti:  
Jeff Polster, Regional Sales Manager  
Steve Orozco, District Sales Manager  
The Spirivin Group

Susan Allen, Northwest Zone Sales Manager

Susie Owen, West Zone Sales Manager  
Reporting to Ms. Owen:  
Alan Kuper, Regional Chain Manager  
Northern California Regional Sales Manager (open position)  
Southern California Regional Sales Manager (open position)  
Eric Westrum, District Sales Manager  
Brad Potter, Central California District Sales Manager  
James Lewis, Regional Sales Manager, CO, AZ, NM, UT

Chad Munsey has been promoted to Director of Hospitality and Direct to Consumer, and Director of Wine Education for Foley Family Wines.

Reporting to Mr. Munsey:  
Joseph Foss, Sebastiani Hospitality Center Manager  
Jill Remy, Foley Family Wines Special Event Manager

Paul Bergna has been appointed Executive Vice President Operations for Foley Family Wines.

Shannon Koeller has been appointed Chief Financial Officer for Foley Family Wines.  
John Calmeyer has been appointed Director of Marketing and Public Relations for Foley Family Wines.

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