



O'Neill Vintners & Distillers Hires New Director of Marketing, Alex Parra

Veteran marketer tapped for new position as O'Neill's portfolio of national brands grows

February 23, 2015 – Parlier, Calif. – O'Neill Vintners & Distillers, the eighth-largest wine producer in the U.S. by volume, has hired Alex Parra as its director of marketing. In this newly-created position, Parra will oversee all marketing efforts for the company's national brands portfolio including Line 39, Redtree, Austerity, Backhouse, Camelot, Moscato Allegro, Pepi, Extant, Tin Roof and Flat Rock. The combined national brands portfolio accounts for nearly 600,000 cases.

"We're excited to welcome Alex to the expanding O'Neill Vintners & Distillers team," said Roy Cecchetti, president of the national brands division at O'Neill Vintners & Distillers. "Alex has the perfect combination of experience, passion and creativity that will elevate our national brands portfolio."

Prior to joining O'Neill, Parra was a brand manager for Constellation Brands where he oversaw several premium and super premium brands including Mark West, Estancia, Toasted Head, Primal Roots Rex Goliath and Hogue Cellars. His experience includes brand development; marketing strategy; advertising; consumer and trade promotions; digital media; and partnerships.

Parra's marketing career includes positions at Del Monte Foods in their consumer products division and the marketing agency MediaVest, where he supported marketing efforts for Heineken USA. Parra holds a bachelor's degree in economics from Vassar College in Poughkeepsie, New York.

"The wine brands in O'Neill's national portfolio offer consistent quality at prices that are accessible for all wine lovers," Parra said. "Since O'Neill is involved in every vertical in the wine business—from vineyard ownership and management to the full winemaking process—the portfolio is poised for success. I look forward to the opportunity to keep them on a trajectory of growth."

O'Neill Vintners & Distillers acquired Cecchetti Wine Company and its national brands in March 2014. Since then, the company's portfolio has experienced extensive growth, and its leading brand—Line 39—was named a "Hot Prospect" by *Shanken's Impact Newsletter* (indicating 15% depletion growth or more in 2013 and consistent growth in 2011 and 2012 for brands between 50,000 cases and 250,000 cases).

About O'Neill Vintners & Distillers

O'Neill Vintners & Distillers, founded in 2006, is the eighth-largest wine producer in the U.S. by volume. Its portfolio of national brands includes Line 39, Redtree, Austerity, Backhouse, Camelot, Moscato Allegro, Pepi, Extant, Tin Roof and Flat Rock. O'Neill also provides premium winemaking services to the industry as well as private brands and control labels. The company contracts more than 15,000 acres of vineyards in numerous premier California wine grape growing regions and has a modern production facility in Parlier, Calif., that allows for full integration in the winemaking process. For more information, visit www.ONeillWine.com.

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Press Contact for O'Neill Vintners and Distillers:

Ben Palos

Benson Marketing Group

palos@bensonmarketing.com

(707) 254-1167