



Napa Valley

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HEATHER REHNBERG JOINS ROMBAUER VINEYARDS AS DIRECTOR OF MARKETING

ST. HELENA, NAPA VALLEY, Calif., December 2017 — Rombauer Vineyards has appointed Heather Rehnberg as Director of Marketing. Reporting to Chief Operating Officer Bob Knebel, Rehnberg leads the Napa Valley family-owned and operated winery's marketing efforts throughout the U.S. and internationally. She is based at the winery in St. Helena.

"Heather comes to Rombauer with broad and meaningful experience in brand marketing and a deep understanding of the wine industry," said Knebel. "Her strategic brand building skills and results-oriented approach will be integral to Rombauer Vineyards' continued growth and success."

Rehnberg joins Rombauer with over ten years of wine industry experience, most recently as Brand Manager at Treasury Wine Estates where she developed marketing programs for Beringer Vineyards' luxury and commercial tiers in the U.S. and internationally. Prior to that she worked in brand marketing at Delicato Family Vineyards. Rehnberg's early career includes positions in wine production, direct-to-consumer sales and public relations.

Rehnberg is a graduate of Sonoma State University's Executive Wine MBA program. She holds an undergraduate degree in journalism and wine and viticulture from California Polytechnic State University, San Luis Obispo. While at Cal Poly she participated in a study abroad program for wine and viticulture at the University of Adelaide in South Australia.

About Rombauer Vineyards

Rombauer Vineyards is a family-owned Napa Valley winery founded in 1980 by Koerner and Joan Rombauer. Rombauer owns and sustainably farms 350 acres of vineyards in Carneros, Atlas Peak, St. Helena, Calistoga and the Sierra Foothills. The winery is a popular destination in Napa Valley with art-filled gardens and caves. Rombauer's Chardonnays, Cabernet Sauvignons, Zinfandels and Sauvignon Blanc are widely recognized as standard bearers for excellence.

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