



Napa Valley

FOR IMMEDIATE RELEASE

Contacts: Julie Ann Kodmur, 707/963-9632, corking@julieannkodmur.com
or Brandye Alexander, 707/963-6634, BrandyeA@rombauer.com

THIRD-GENERATION FAMILY MEMBER PROMOTED

Reagan Rombauer Blackwood appointed Sales & Marketing Support Manager

ST. HELENA, NAPA VALLEY, Calif., July 10, 2017 — Reagan Rombauer Blackwood, granddaughter of founder Koerner Rombauer, has been appointed to the role of Sales & Marketing Support Manager at Rombauer Vineyards. Reagan became the first member of the family's third generation to be employed at the 37-year-old Napa Valley winery in 2016. In her new role, Reagan will conduct sales presentations and assist with sales program development, represent the winery at industry conferences, promotional and philanthropic events, and assist in identifying strategic market opportunities, including exports. She will also work on trade-directed education programs and provide market perspective to support the development of promotional materials and events.

"Reagan has worked with the winery for over a year, representing the company and family at customer functions across the country and in the international market," said Bob Knebel, Rombauer Vineyards' Chief Operating Officer. "Her experience has well prepared her to take on additional duties and responsibilities as Rombauer strives to remain strong in an increasingly competitive market."

The granddaughter of Koerner and daughter of Sheana Rombauer, Reagan grew up in Napa Valley and, like her mother before her, spent a good portion of her youth working at the family-owned winery. She earned her bachelor's degree in Business Administration from Boise State University, and worked as a project manager in Boise's International Business Organization. She also worked for New Directions Technologies Inc. in California as a project management analyst before becoming a licensed real estate agent based in Las Vegas, Nev. Reagan joined Rombauer Vineyards in 2016 as Assistant Regional Sales Representative, the first of the Rombauer family's third generation to work at the winery in a professional capacity.

"Having grown up in the wine industry, I'm thrilled and honored to take on a larger role in my family's winery, and excited to apply the learnings and experience I've gained in other industries to my new role," Reagan said.



Napa Valley

About Rombauer Vineyards

Rombauer Vineyards was founded in 1980 in St. Helena by Koerner and Joan Rombauer, who built their three-level winery into a hillside to take advantage of the natural cooling influences. Caves were added to the property in the 1990s, and today, state-of-the-art equipment includes three optical sorters, basket presses and peristaltic pumps, which ensure gentle handling of the wine every step of the way. The winery has one of the largest red wine barrel fermentation programs in Napa Valley. Rombauer owns and sustainably farms 350 acres of vineyards in St. Helena, Carneros, Atlas Peak, Calistoga and the Sierra Foothills as well as purchases grapes through long-term relationships with growers in these appellations.

Koerner Rombauer's great-aunt Irma Rombauer was the author of the landmark cookbook *The Joy of Cooking*. The winery maintains a close relationship with Irma's descendants, the Becker family, who have continued *The Joy of Cooking* legacy with regular updates. The Beckers provide recipes and food pairings for Rombauer wines and visit the winery each July as part of the annual Joy of Wine event celebrating the release of the newest vintage of Rombauer's iconic Carneros Chardonnay.

The winery's current nationally distributed wines are 2016 Napa Valley Sauvignon Blanc, 2015 Carneros Chardonnay, 2013 Carneros Merlot, 2014 Napa Valley Cabernet Sauvignon, 2013 Diamond Selection Cabernet Sauvignon and 2015 Rombauer Zinfandel. In addition, Rombauer Vineyards produces several limited-production and single-vineyard Chardonnays, Cabernets, Zinfandels and dessert wines available only through the winery.

###