

# Vineyard & Winery Management



**Vineyard & Winery Management**  
a multi-media company

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## For Immediate Release

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## Vineyard & Winery Management Appoints George Christie as CEO *Founder and President of Wine Industry Network Will Continue to Operate WIN*

Santa Rosa, CA – Robert Merletti, Owner and Chairman of Vineyard & Winery Management, has announced that George Christie, Founder and President of Wine Industry Network, will join Vineyard & Winery Management as Chief Executive Officer. In addition to his new role, Christie will continue to operate Wine Industry Network and will explore opportunities in which the two businesses can work together.

As CEO, Christie will oversee all aspects of the Vineyard & Winery Management business, including its online presence, print publication, advertising and circulation, wine competitions, trade shows and conferences. He will also work closely with Editor-in-Chief Tina Caputo on editorial content. Christie's experience in managing sales, marketing and business development functions in the wine industry will provide V&WM with the knowledge, experience and leadership necessary to expand its established publishing, event management and wine competition businesses.

Merletti, who will continue to take an active role in the strategic direction of V&WM, welcomes the addition of Christie's expertise and talent and sees this as a mutually beneficial business opportunity as the two businesses work closely together. "The way to market and support suppliers today is very different than it was in the past. There is no one with a better understanding of this than George," said Merletti. "He's a wine industry veteran, a proven leader and marketing expert who will advance the growth of Vineyard & Winery Management."

While this is not a merger of V&WM and WIN, the alliance is a positive for industry suppliers, who will benefit from added exposure and expertise both in print and online.

"Vineyard & Winery Management is a lot like many of the wineries I've worked with over the years," Christie stated. "They're family owned, committed to their customers and not afraid to make the changes necessary to ensure they'll be here for another 40 years. I'm excited to be a part of it."

Vineyard & Winery Management's expertise in producing industry events will provide valuable resources that will ensure the success of Wine Industry Network's first trade show, the North Coast Wine Industry Expo, to be held Dec. 5 in Santa Rosa, Calif.

## About Vineyard & Winery Management

Based in Santa Rosa, Calif., Vineyard & Winery Management is an

independently owned and operated multimedia company that produces wine industry trade publications, conferences, trade shows and wine competitions. The family-owned company publishes Vineyard & Winery Management magazine, which has the highest circulation of any North American wine trade publication, and the Winedex (Wine Industry Index) buyer's guide. V&WM's conferences and trade shows include Wineries Unlimited, the Midwest Grape and Wine Conference, and Winery DIY (formerly Wine Sales Summit), and its wine competitions include the Grand Harvest Awards, International Eastern Wine Competition, NextGen Wine Competition for Millennial Wine Drinkers, International Women's Wine Competition, West Coast Wine Competition, and U.S. National Wine Competition. See [www.vwm-online.com](http://www.vwm-online.com) for more information.

### **About Wine Industry Network**

The Wine Industry Network (WIN) is a comprehensive Internet marketplace and resource site specifically created to help wine industry professionals more effectively and efficiently locate and connect with suppliers. WIN is dedicated to the business of wine and to providing information crucial to the success of the entire wine industry. [www.WineIndustryNetwork.com](http://www.WineIndustryNetwork.com)

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