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DELICATO FAMILY VINEYARDS APPOINTS KATE MCMANUS AS NEW VICE PRESIDENT OF MARKETING

NAPA, Calif. (August 10, 2016) – Delicato Family Vineyards, one of the fastest growing top ten wineries in the country, announces the appointment of Kate McManus to Vice President of Marketing. Reporting to Mike Jackson, Executive Vice President, Sales and Marketing, McManus will oversee the Brand Management, Marketing Operations and Public Relations teams to curate and deliver impactful marketing and communications programs across the sales, trade, media and consumer channels.

McManus joins Delicato Family Vineyards with more than 20 years of luxury and commercial wine industry experience in marketing and innovation. She has held previous marketing leadership roles at Kobrand Corporation, Allied Domecq Wines and Rosenblum Winery. Most recently, she served for nine years at Constellation Brands as Vice President of Marketing where she oversaw key growth areas for the company including Global Imports, Premium and Boxed Brands, and Innovation.

“Kate is a demonstrated industry leader in strategic brand development and integrated marketing communications,” said Mike Jackson, Executive Vice President, Sales and Marketing. “Her proven track record of delivering innovative marketing initiatives across a dynamic range of wine categories and price points will provide invaluable perspective as we continue to grow and develop our portfolio.”

Delicato Family Vineyards produces and markets a diverse portfolio of top-selling, nationally distributed brands, including Bota Box, Gnarly Head, Noble Vines Collection and most recently, Z. Alexander Brown – the country’s number one new wine brand of 2016*, according to Nielsen.

* Nielsen FDL+ 13 Weeks ending 4/26/2016

About Delicato Family Vineyards

Delicato Family Vineyards is a pioneering family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world. Delicato Family Vineyards produces and represents wines of the highest quality made in accordance with sustainable winegrowing practices. For more information, visit www.delicato.com.

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