



BLUE RIDGE

SPIRITS & WINE MARKETING

FOR IMMEDIATE RELEASE

Blue Ridge Spirits & Wine Marketing continues explosive growth with the promotion of Paul Doran and recent hire, Nick Ziccardi

June 8, 2017, Atlanta, GA - Blue Ridge Spirits & Wine Marketing has promoted Paul Doran, north/control state regional manager to the role of national control states director. Paul began his career in the wine and spirits industry in 2004 working for Capital Wine & Spirits (Charmer Sunbelt Group). He then continued his career at Diageo for 5 years, and later White Rock Distilleries where he developed brands such as Pinnacle and Calico Jack Rums. Following, Paul oversaw 9 markets at Western Spirits Beverage Company. Since joining Blue Ridge in April 2016, he has been an asset to the company. Paul will continue to manage control states in addition to IL, MN, WI & DE.

Concurrently, Blue Ridge is pleased to announce the recent hire of Nick Ziccardi, who will assume the role of northeast regional manager, overseeing NY, NJ, MA, CT & RI states. Nick joins Blue Ridge from Deep Eddy Vodka where he spent 3 years as the northeast regional manager. Prior to Deep Eddy, Nick spent 2 years at Western Spirits, 3 years at White Rock Distilleries and 7 years at Empire Merchants selling the E&J Gallo portfolio. Nick brings great talent and industry experience, he will be crucial to the growth of Blue Ridge's brands and partner brands in the Northeast.

About Blue Ridge Spirits & Wine Marketing

Founded in 2015, Blue Ridge Spirits and Wine Marketing (BRSWM) is an American, premium-spirits sales and marketing company that focuses primarily on premium spirit brands. We provide a strong sales force with established distributor and retailer relationships. The team has centuries of experience combined in the industry and is committed to fostering and promoting quality brand building nationwide. Blue Ridge aims to grow brands that maximize productivity without sacrificing quality. To learn more about Blue Ridge Spirits & Wine Marketing, please call (404) 978-9737 or visit: www.blueridgespirits.com.

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