



# BLUE RIDGE

## SPIRITS & WINE MARKETING

### FOR IMMEDIATE RELEASE

BLUE RIDGE SPIRITS & WINE MARKETING EXPANDS INTO THE NATIONAL ACCOUNTS CHANNEL WITH RECENT HIRE, JASON PETRIDES

March 6, 2017, Atlanta, GA - Blue Ridge Spirits & Wine Marketing is pleased to announce the recent hire of Jason Petrides to their sales force. Jason will lead the company's new National Accounts Division as Director of National Accounts and Regional Manager, residing in Atlanta, GA. Jason is an industry veteran having held key sales management roles throughout his career with United Distributors Inc., Fosters Wine Estates, Grapes to Grain and most recently, Deep Eddy Vodka. Jason played an integral role in the rise and growth of both Chocovine Wines and Deep Eddy Vodka brands.

"We have experienced explosive growth over the past two years and we are now primed to aggressively expand in the National Accounts channel. Jason's vast experience and brand building skills make him a perfect fit for our company as we expand into this critical channel," says Rene Armas, Vice President Sales Blue Ridge Spirits & Wine Marketing.

Jason Petrides states, "I'm excited to join Blue Ridge as we prepare to launch full throttle into the National Accounts channel. I've seen the impact BRSW and their brands have made in the last two years and I'm thrilled to be part of this team. The addition of National Accounts is the natural progression for BRSW, I'm ready to lead the charge."

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### 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](http://www.blueridgespirits.com).

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