

For Immediate Release

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ADELSHEIM VINEYARD ANNOUNCES ARGYLE'S ROB ALSTRIN AS NEW CEO

Newberg, Oregon. May 7, 2020 – Adelsheim Vineyard, one of Oregon's founding wineries, announces today that Rob Alstrin will take over the reins as the company's President and CEO. Alstrin brings extensive executive experience within the Oregon wine industry to Adelsheim as it continues to expand its talented and seasoned leadership team. As CEO, Alstrin believes passionately in protecting and growing the iconic Adelsheim wine brand as it heads into a modern marketplace.



"The journey to Adelsheim is full circle for me. Back in the late 90s I met David Adelsheim while working for the winery's Florida distributor," says Alstrin. "David invited me to the very first Oregon Pinot Camp in 1999, and that changed the course of my career. I am so honored to lead this amazing team and continue to share the values and driving principles of Adelsheim into the future."

Alstrin will take over all day-to-day operations, including vineyard and winery, financial, administrative, marketing, and sales. Alstrin joins Adelsheim from Argyle Winery, where he was responsible for all business aspects of the Argyle brand from new product development, P&L, wholesale, DTC, and expansion plans. Previously he was founder and owner of Northwest Core Collection, a national sales and marketing company representing several Oregon and Washington wineries such as Bergstrom, Penner-Ash, Bethel Heights, A to Z, and more. Prior to that, Alstrin helped build brands for other Oregon wineries.

Alstrin will report to owner Lynn Loacker and the winery's board of directors. Founder, David Adelsheim remains active within the winery, especially in the areas of distribution, export sales, and shaping the legacy of the winery.

“Rob brings decades of wine industry experience to Adelsheim,” says Loacker. “His expertise and commitment to building upon the winery’s Oregon legacy and core brand values make him the ideal person to lead our talented team. We are excited about the future of Adelsheim under Rob’s vision.”

About Adelsheim Vineyard:

Adelsheim, located in Newberg, Ore., was founded with an optimistic spirit and a lofty dream: to create world-class Pinot noir and Chardonnay in an undiscovered wine region, the Chehalem Mountains. Since 1971, we have obsessively pursued exceptional wines of place, that celebrate the unique bounty of our estate vineyards. As a founding winery of the Willamette Valley and Chehalem Mountains’ first winery, Adelsheim has played an instrumental role in nearly every aspect of the Oregon wine story. As leaders, we believe it is our duty to be steadfast stewards of this abundant land and to rally our community in support of equity and education. Adelsheim is a LIVE certified sustainable winery, and a seven-time Wine & Spirits Top 100 Winery. For more information, visit www.adelsheim.com.

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