

**FOR IMMEDIATE RELEASE**



### **Scott Ades joins Dalla Terra Winery Direct® as President**

(November 10, 2016; Napa, Calif.)— Dalla Terra Winery Direct® founder Brian Larky is pleased to introduce wine industry veteran Scott Ades as the new president of the company. Ades was most recently COO of The Winebow Group, where he spent more than 11 years building his reputation as one of the most respected managers in the wine business. Ades will replace former president Dave Holt as he transitions into the role of President Emeritus.



*Scott Ades*

“Dave and I are excited about bringing Scott on board. Scott embodies what we value most about Dalla Terra—our spirit and culture. Scott puts people first, which has always been the credo of Dalla Terra and the ethic that has set us apart. His passion for the wine business, combined with his business and financial acumen, makes him the ideal choice for our organization,” says Larky.

“I can't think of anyone in our industry who would be more suited for this position than Scott. His knowledge, experience and personality will take Dalla Terra to a new level,” says Holt.

“I'm thrilled to join such a great group of people—from the high quality family-owned producers to the passionate group that makes up the Dalla Terra team,” says Ades. “Having worked with Dalla Terra for several years as its distribution partner on the East Coast, I have always admired the team, its leaders and its business model, and look forward to helping the company continue to thrive.”

Ades holds an MBA from Columbia Business School, and is a graduate of Wesleyan University. He will be based on the East Coast.

Holt will remain on board to oversee Ades' assimilation into Dalla Terra and serve on the Board of Directors.

#### **About Dalla Terra Winery Direct®**

The Dalla Terra Winery Direct® roster reads like a who's who of some of the most esteemed family-owned wineries in Italy. Each producer has played a major role in the significant strides Italy has made over the last twenty years in improving the quality of its wines. Dalla Terra Winery Direct® is changing the nature of the wine importing and distribution business. The company's unique business model skips the national importer level in the three-tier distribution system, allowing U.S. distributors to buy directly from the producer. Dalla Terra's business model offers a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine, eliminating on average 20- to 25% in markups on each bottle. While Dalla Terra's services are sought after by winemakers all over Italy because of the company's economically competitive edge, producers are also attracted by the company's commitment to highlighting individuality by choosing to work with only a few top producers from each wine-growing region in Italy. Founder Brian Larky considers each of the producers he works with part of a roundtable on innovation and quality, at which each producer has a voice. In 2009, Wine Enthusiast nominated Dalla Terra for Importer of the Year for its annual Wine Star Awards. On January 24, 2011, Larky was inducted into the Italian Trade Commission's Wines of Italy Hall of Fame at the opening reception for Vino 2011 at the Waldorf Astoria Hotel in New York, NY. This marks the highest level of distinction presented by the Italian government to wine industry leaders. For more information on Dalla Terra and the wineries they work with, go to [www.dallaterra.com](http://www.dallaterra.com) or call 707.259.5405.

**For more information or to set up an interview, please contact Jarvis Communications at 310.313.6374.**