

FOR IMMEDIATE RELEASE



## **Audrey Fort Joins Dalla Terra Italian Wine & Spirits as Director of Spirits**



*Photo credit: Andrew Kist*

**(Dec. 9, 2025; NAPA, Calif.)—**[Dalla Terra Italian Wine & Spirits](#), a direct importer and national agent of a select group of leading, family-owned, estate wineries and distilleries from Italy, today announced that Audrey Fort has been appointed Director of Spirits, effective Jan. 1, 2026. Fort, who has partnered closely with Dalla Terra in a consulting capacity for several years, will take over the role for Rob Forman, driving the continued growth and strategic expansion of the company’s spirits portfolio. Rob Forman, a 24-year veteran of the company, will retire at the end of the year.

“Audrey’s depth of experience in brand creation, strategic marketing and product development makes her a tremendous addition to our leadership team,” said Scott Ades, president of Dalla Terra. “Her network and respect throughout the industry will help enable us to make Dalla Terra’s spirits book the go-to Italian portfolio for top mixologists.”

“Rob has been a leader at Dalla Terra for over two decades, with the last three years being dedicated to our spirits portfolio,” said Brian Larky, founder of Dalla Terra. “One of our first hires, Rob has worked multiple roles in every aspect of our business, and we owe him a debt of gratitude. Most recently, his vision and dedication have been critical to building our spirits business from the ground up. We know his legacy will be in good hands with Audrey at the helm.”

Fort brings more than 27 years of creative, commercial and operational leadership across the global luxury and spirits industries. She is the co-founder of [The Rooster Factory](#), an award-winning creative studio and brand strategy consultancy, serving both emerging and multinational drinks companies. At The Rooster Factory, she leads brand development, portfolio strategy, trade engagement and go-to-market planning across the United States and Europe. Her work has earned recognition for integrating storytelling, eye-catching design and consumer insights into commercially successful brands such as Verità Vodka Italiana in the Dalla Terra portfolio. Fort will maintain ownership and an advisory role at The Rooster Factory, which will continue operations.

Recognized as a leader in the international beverage community, Audrey has led and moderated seminars at global drinks conferences, served on the Tales of the Cocktail Seminar Selection Committee, as an Academy Member for The World's 50 Best Bars and was recognized by L'Officiel as one of 300 innovative French talents shaping contemporary culture.

"Dalla Terra has built its reputation on quality, authenticity and meaningful relationships with exceptional Italian producers and their consumers," said Audrey. "I'm honored to help lead Dalla Terra spirits into its next chapter, expanding on the company's 30+ year legacy in the Italian drinks industry and continuing to build brands that will stand the test of time."

### **About Dalla Terra Wine & Spirits**

Founded in 1990, Dalla Terra Wine & Spirits is a direct importer and national agent of a select group of leading, family-owned, estate wineries and distilleries in Italy. The name Dalla Terra means "Of the Earth" in Italian, representing a commitment to work alongside estates that have achieved reputations for top-quality production in their respective regions or appellations. Dalla Terra's ability to adapt to an ever-changing marketplace is due to its highly curated portfolio and innovative business model. By limiting its portfolio and partnering only with the highest quality producers, Dalla Terra ensures that the portfolio will be an unparalleled source of remarkable Italian wines and spirits.

For more information about Dalla Terra Wine & Spirits, please visit <https://www.dallaterra.com/>

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