



HALTER RANCH VINEYARD

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HALTER RANCH VINEYARD NAMES MACEY BIRES REGIONAL SALES MANAGER



Paso Robles, CA (April, 2013) – Halter Ranch Vineyard is pleased to announce the appointment of Macey Bires as the winery’s new regional sales manager. Based in Austin, TX, Ms. Bires will manage sales and marketing for Halter Ranch in a multi-state territory, including Texas, Arizona and Alabama, with California to be added in 2014. Ms. Bires reports to Skylar Stuck, general manager of Halter Ranch.

Prior to joining Halter Ranch, Ms. Bires spent eight years with Hope Family Wines (Paso Robles, CA), managing their distribution network, most recently, as their central U.S. regional manager, responsible for five south-central states. Previously, Ms. Bires held positions in the on-premise sales divisions of Premier Beverage (Orlando, FL) and Empire Distributors (Atlanta, GA); and was a wine consultant for the retailer, Pearson’s Wine & Spirits (Atlanta, GA).

“We welcome Macey to the growing Halter Ranch team,” says Stuck. “Macey has an impressive track record, and we look forward to expanding further in these important markets.” Ms. Bires joins Halter Ranch a year following the appointment of Gene Zimmerman, Halter’s regional sales manager based in Orlando, FL.

About Halter Ranch

Halter Ranch Vineyard, a historic property on the west side of Paso Robles in the heart of California’s Central Coast, draws on both innovative and traditional winemaking. The winery produces 100% estate-grown wines, specializing in Bordeaux and Rhône Valley varietals and blends. It has earned California’s prestigious SIP Certification (Sustainability in Practice) for its environmentally responsible viticultural and winemaking practices.

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