

## Clayhouse Vineyard Hires Sales Manager

Contributed by Rusty Eddy  
Monday, 07 April 2008

(PASO ROBLES, Calif.) – Clayhouse Wines proprietor Rick Middleton announced this week the appointment of a new direct sales manager to operate the winery's new tasting room, manage the Clayhouse wine club, and represent Clayhouse to Central Coast on and off-premise accounts.

FOR  
IMMEDIATE RELEASE

Date:  
2 April 2008  
Contact:  
Rusty Eddy, 530-554-9943 / Email Address  
Clayhouse  
Vineyard Hires Sales Manager for Central Coast and New Tasting Room  
(PASO

ROBLES, Calif.) – Clayhouse Wines proprietor Rick Middleton announced this week the appointment of a new direct sales manager to operate the winery's new tasting room, manage the Clayhouse wine club, and represent Clayhouse to Central Coast on and off-premise accounts.

Good thing Kari Kittinger has broad winery retail and account sales experience. She was recently national sales manager for Ortman Family Vineyards in San Luis Obispo, where she earlier worked as a marketing assistant. She also worked in sales and merchandising at Gap, Inc., and was a marketing team leader for Strauss Family Creamery in Santa Rosa, Calif.

Rick Middleton says that his "family and our marketing company, Middleton Family Wines, can't believe we were lucky enough to find someone with as much enthusiasm and drive as Kari. She'll make a great addition to our team and help us build awareness on the Central Coast."

Kittinger earned a double major in Agricultural Business Administration /Wine and Viticulture from Cal Poly, San Luis Obispo, and participated in exchange programs to Boston, Massachusetts and Florence, Italy, while in college.

Regarding her new position, Kittinger said, "This is a great next step for my career in the wine industry. Clayhouse is a fairly new winery, but they have growth plans that go far beyond the Central Coast, and it will be exciting to be part of building the brand and the image of Paso Robles as a world-class wine producing region."

The new Clayhouse tasting room will open in downtown Paso Robles in late summer, 2008. Meantime, Clayhouse wines are available for direct purchase on the winery's website, [www.clayhousewines.com](http://www.clayhousewines.com).

Clayhouse Wines is in Paso Robles, on California's Central Coast. The estate Red Cedar Vineyard

(about 1,800 acres of grapes) is the grape source for the wines, and an historic adobe structure at the vineyard is the inspiration for the brand name and label. Clayhouse is owned by the Middleton family and their Anderson & Middleton Company, which was founded on the west coast of Washington State in 1898. This fourth-generation family company is active in the timber and table grape businesses, in addition to wine grapes and wine. Besides Clayhouse, the company has an estate vineyard and winemaking venture called Cadaretta in the Walla Walla Valley of Washington, and owns a national sales and marketing company (Middleton Family Wines) that represents its wines (and others) in the US and internationally. For more information on Clayhouse Wines, contact Rusty Eddy, communications, 530-554-9943.  
-end