

Clayhouse Vineyard Hires Sales Manager

Contributed by Rusty Eddy
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(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.

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Date:

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Clayhouse

Vineyard Hires Sales Manager for Central Coast and New Tasting Room

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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

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Clayhouse wine club, and represent Clayhouse to Central Coast on and

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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.

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.
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