

Terlato Wine Group Revamps DTC Structure Names Michelle Perry Vice President, Direct to Consumer



LAKE BLUFF, IL (January 7, 2020) – Established in 1947, fourth generation family owned and operated **Terlato Wines** today announced the appointment of **Michelle Perry** to Vice President, Direct to Consumer for the company’s family owned brands. Most recently Perry was Vice President, Sales & Marketing with Realm Cellars. Perry began her career at E&J Gallo Winery where she spent 7 years honing her skills in sales & marketing. She then spent over a decade at Constellation Brands in various senior level positions in Marketing and Direct to Consumer roles for their luxury brands.

Sandra LeDrew, President and Chief Operating Officer for Terlato Wine Group said, “Michelle has a tremendous track record with a wealth of experience across sales, marketing and DTC. As the Direct to Consumer channel becomes increasingly more important, we knew we needed a highly effective leader that could manage and enhance our winery visitor center experiences, trade hospitality programs, wine clubs, E-commerce and marketing disciplines. We have every confidence Michelle and her team will exceed our expectations.” Perry will report directly to Sandra LeDrew and will sit on the Winery Leadership Team.

In addition, TWG has appointed **Christine Lilienthal** as DTC Marketing Director. Most recently with Cline Cellars in Sonoma, Christine brings exceptional marketing and brand building skills to TWG. Her extensive winery experience includes marketing and brand roles with Delicato Family Vineyards, Constellation and Franciscan/Icon Estates. LeDrew said, “In the short time that Christine has been with TWG, she has already proven to be a phenomenal asset. Christine has impeccable communications skills and her people leadership and business acumen has been inspiring. Her expertise and tenacity has already shown immediate business results.”



Lastly, TWG has appointed **Cathy Dangler** as Director of Events & Experiential Marketing. In this newly created role, Cathy will oversee events, new business development and consumer experiences across all of the Terlato owned wineries. Cathy brings over 25 years of experience in the food and wine, and convention management industry. She has been the Managing Director for C3Events and was Director of National Events for Diageo for over a decade. “I’ve had the pleasure of working with Cathy many times over the years and I know what she is capable of,” said LeDrew. “She has tremendous relationships and is extremely goal oriented making her an ideal fit for this important new role as we continue to grow and expand our business.”

Both Lilienthal and Dangler will report to Michelle Perry.

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About Terlato Wines: Terlato Wines has a portfolio of more than 85 wine brands from world class wine producers in more than a dozen countries and is the leading marketer of wines \$20 and up in the U.S. Terlato Wines garners more 90+ ratings than any wine company in the world and is a division of the Terlato Wine Group, the parent company comprising several small businesses specializing in the marketing and production of exceptional wines. Owned and operated by the Terlato family for four generations. For more information, please visit www.terlatowines.com.