

Summerland Wine Brands
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For Immediate Release

Summerland Wine Brands Expands Its Salesforce With Three New Appointments

Santa Barbara County, CA (August 12, 2019) – Summerland Wine Brands, Santa Barbara County’s largest winery continues to build its US sales team with the appointment of three industry veterans in key positions. Pat Larkin has been named the new Division Sales Manager for the North Central Region, Trish Toye will now manage National Accounts and Private Label business and Michael Simon is the new Area Sales Manager for Upstate New York.

With over 25 years of both retail and distributor management, Pat Larkin will be responsible for managing the Summerland Wine Brands portfolio for 13 states in the upper Midwest region of the country. Previously a Regional Manager at Cuvaison Estate Wines, Pat has recently held positions with Treasury Wine Estates, Delicato Family Vineyards, and Winebow.

As the new National Accounts and Private Label Manager, Trish Toye will be applying her nearly 25 years of experience continuing to build Summerland Wine Brands private label business as well as the most recent acquisition, Summerland Winery. She previously has held positions at Miller Family Wine Company, Purple Wine Co. and within Kendall Jackson’s Corterra Wines Division.

Michael Simon joins Summerland Wine Brands with over 12 years of industry knowledge in the Upstate New York market working in distributor sales, supply and restaurant management including 8 years with Frederick Wildman & Sons as an Area Manager and Eber Brothers.

“We are very excited to welcome these individuals to our team,” stated Mike Jackson, Chief Sales Officer. “All three have significant experience and proven track records of leadership and high standards of performance in their past roles. We look forward to them making an impact with the Summerland Wine Brands portfolio through their existing distributor and retailer relationships.”

About Summerland Wine Brands

Summerland Wine Brands’ Santa Barbara County-based winery combines the latest in state-of-the-art technological advances with thoughtful, hands-on winemaking practices. Summerland’s evolving portfolio of national brands, including Summerland, King Chanco, Insomnia and Flavor Bomb, is bolstered by its prolific private label and custom-crush enterprises. Highly nimble and exceptionally innovative, Summerland Wine Brands is committed to offering California-crafted wines at approachable price points.