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CALIFORNIA WINE DISTRIBUTOR, GRAVITAS WINE MARKETING, HIRES CHAIN VETERAN, NEIL DOERR

FOR IMMEDIATE RELEASE

CORTE MADERA, CA February 25, 2021 Gravitas Wine Marketing announced today the addition of wine industry chain sales executive, Neil Doerr.

Founded in June 2020, Gravitas Wine Marketing is a California wine distributor currently specializing in estate produced imports with plans to add California producers to the portfolio this spring. The distributor was created by long-serving wine industry expert, Aaron Campbell, with the mission to provide a boutique wholesale experience for wineries from France, Italy, Spain, South America, and California. Gravitas Wine Marketing specializes in delivering focused attention to each of its winery suppliers with an experienced sales team working within California.

Gravitas Wine Marketing currently has 12 sales representatives located throughout California, covering all of the major markets. However, with the unprecedented retail growth, especially in the chains, Campbell knew he had to find an industry pro to cover the national and regional grocery chains in CA. "It is with great excitement that I announce a longtime friend and colleague, Neil Doerr, has joined our team." Doerr will take on the role of VP of Chain Sales for Gravitas Wine Marketing. "We are thrilled to add Neil Doerr to our team. He brings over 30 years of wine industry expertise in customer service, relationship management and client relations making him the perfect addition to the company". Said Founder Aaron Campbell.

"Gravitas Wine Marketing was created to provide wineries with focused attention they might not receive at larger distributors. We supply an experienced team of sales representatives who represent a much smaller book of wineries. Our team also has years of experience representing premium wineries while calling on top tier accounts." Continued Aaron Campbell. "With Neil on board, Gravitas Wine Marketing is the rare mid-sized distributor that has the combination of broad market reach coupled with chain penetration."

Prior to joining Gravitas Wine Marketing, Neil Doerr was one of the founding members at Epic Wines where he spent 17 years running the Retail Chain

Division. He led a team of 20 overseeing multiple producers from around the world. Neil Doerr will report directly to Aaron Campbell and manage chain sales for Gravitas Wine Marketing.

“I have worked with Aaron through the years and I appreciate his elevated level of industry experience, business management skillset, leadership qualities and his ability to identify and finesse relationships with suppliers. The Gravitas Marketing Group business model of focusing on world class wineries within California is incredibly extraordinary. I am very excited to be able to share this winery portfolio with accounts and work with such a specialized sales team.” Said VP of Chain Sales, Neil Doerr

About Gravitas Wine Marketing

Founder Aaron Campbell created Gravitas Wine Marketing in June 2020. Realizing the lack of California distributors who specialized in effectively representing smaller producers, Campbell pulled from his 20+ years of wine sales and created a portfolio of wineries from France and Italy. Through the years Campbell worked at companies such as Epic Wines, Angeles Wine Agency and Swirl Wine Brokers where he worked in Sales Management and Executive roles. While he was gaining professional wine industry experience, Campbell received the Court of Master Sommeliers Certified Sommelier Certificate and completed the UCLA Vintage Wine Program.

Gravitas Wine Marketing's portfolio includes French producers Clos de Papes, Bosquet des Papes, Le Vieux Donjon, Chateau Fortia, Dom. Olivier Hillaire, Mas de Boislauzon, Dom. Des Chers, Claude Genet, Dom. André Neveu, Dom. Jasmin, Dom. Bernard Grippa and Dom. Bertrand Stehelin.

To learn more about Gravitas Wine Marketing visit their website at www.gravitaswinemarketing.com

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