



FOR IMMEDIATE RELEASE

CONTACT
Emma Mrkonic: 707-303-0246
emrkonic@jordanwinery.com

JORDAN VINEYARD & WINERY APPOINTS INTERNATIONAL EXPORT DIRECTOR
Regional Sales Director Ashley Cesario expands sales role to include international markets

HEALDSBURG, Calif. (January 26, 2022)—John Jordan, chief executive officer of Jordan Vineyard & Winery, is pleased to announce a key promotion to Jordan’s sales team: Ashley Cesario, Eastern U.S. Regional Sales Director, will assume an expanded role as Eastern U.S. & Export Sales Director, effective this month. Cesario will direct international sales initiatives for existing and prospective accounts and continue to oversee Jordan's current Northeastern U.S. territories. Jordan Vineyard & Winery, iconic producer of French-inspired Chardonnay and Cabernet Sauvignon in Sonoma County, is currently available in thirty-one countries and international territories.

“We are incredibly excited for Ashley to step into her new role,” says Brad Butcher, Jordan’s national sales director. “We are thrilled to formalize this new position and bring a new level of service to our international customers, especially as Jordan approaches such an important anniversary milestone.”

To support account management in the Northeastern U.S., the Jordan sales team will be adding a New York City-based Market Manager, who will report to Cesario. As a member of the Jordan Winery sales team since 2014, Cesario brings fourteen years of distributor and supplier sales management experience to her new role. Prior to joining the Jordan team, Cesario honed her skills in wine sales and brand management at Southern Wine & Spirits of Illinois and Bacardi USA. A Chicago native, Cesario is also a nationally recognized painter whose work was showcased at Art Basel Miami 2018, 2019 and 2020. Known for striking murals, wearable art and abstracts, her paintings can be found throughout the United States, Canada and Costa Rica. She holds a bachelor’s degree in Business Management, Marketing and Political Science from Carthage College in Kenosha, Wisconsin, and received a certification in Psychology for Leadership from Cornell in 2020.

Ashley Cesario’s headshot, updated territory map and contact information can be found on the Jordan Winery trade portal: <https://www.jordanwinery.com/trade-media/sales-team/>.

About Jordan Vineyard & Winery

Celebrating its 50th anniversary in 2022, Jordan Vineyard & Winery is inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Under the guidance of second-generation vintner John Jordan, Jordan Estate is an extension of these traditions, with its iconic chateau, breathtaking views, sustainably farmed vineyards, natural habitat for wildlife and gardens for the chef’s inventive cuisine, offering a distinctive sense of place in Sonoma County wine country. A significant portion of the winery’s revenue funds the [John Jordan Foundation](#), which works to provide disadvantaged youth and young adults with the tools needed to succeed educationally and professionally. Learn more at www.jordanwinery.com.

###