



**Rutherford Wine Company Taps Industry Veterans for Senior Positions**  
*Keith LaVine Joins Company as General Manager Domestic Operations;*  
*Rebecca Geschwender Takes Lead as Vice President of Sales National Brands*

**St. Helena, CA—October 17, 2019—** Rutherford Wine Company is pleased to welcome two wine industry veterans to senior positions within the company.

Keith LaVine joins Rutherford Wine Company as the General Manager, Domestic Operations. In this role, LaVine will coordinate Rutherford Wine Company’s overall domestic and private label business including working closely with production and sales team providing analytical data and guidance. Keith comes to Rutherford Wine Company with a wide breadth of sales, distributor and winery management experience. His distinguished career includes leadership roles at Sonoma-Cutrer Vineyards, Brown-Forman, Artesa Winery, Lynmar Estate Winery and Grupo Codorníu-Raventos (Aveniu Brands).

Rebecca Geschwender joins Rutherford Wine Company as the Vice President of Sales National Brands. Rebecca brings more than two decades worth of successful sales achievement, brand building and distributor management. Rebecca is joining Rutherford Wine Company from Grgich Hills Estate where she was director of sales. She has worked at other leading wine companies including Diageo Chateau & Estate, Wine Warehouse and Southern Wine & Spirits.

“With their years of experience handling multi-brand portfolios and building prestige wine brands, Keith and Rebecca are ideally suited to help Rutherford Wine Company continue to grow,” said Vice President Morgan Zaninovich. “Both are natural leaders, and I am confident that they will make a positive impact to our business.”

**About Rutherford Wine Company**

Family owned and managed for three generations; Rutherford Wine Company is dedicated to the art of crafting fine wine. Based in Napa Valley’s renowned Rutherford appellation, their extensive portfolio includes Rutherford Ranch, Scott Family Estate, Predator Wines, Rhiannon Red Wine, Lander-Jenkins, Silver Buckle, Four Virtues Wines and Round Hill California wines. The range of brands showcases the diversity of California’s many appellations and the unique personality of each site. These acclaimed wines come from a family who is committed to sustainability, both at the winery and in the vineyard. The winery is certified as California Sustainable Winegrowing (CCSW) and the estate vineyards are a combination of sustainable, organic and fish friendly.

For more information visit [www.rutherfordwine.com](http://www.rutherfordwine.com) or call 707.968.3200.

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