

NORTHWEST CORE COLLECTION WELCOMES AN EXPERIENCED MANAGER FROM THE WHOLESALE TIER INTO THEIR SALES TEAM.

Mike Kelton joins Northwest Core Collection as the National Sales Manager.

Portland, OR - April 5, 2010 -- Northwest Core Collection, Inc. (NW Core), a national sales and marketing company specializing in Oregon and Washington wineries, announced Mike Kelton will be taking over the role of National Sales Manager.

In his new role, Kelton will be overseeing the existing remote sales team and building portfolio brands' presence in the national market in addition to focusing on regional and national chain placements. The timing is optimal as dramatic changes in the market have happened over the last two years, and the company is expanding and adding to its skill set with the addition of Mike Kelton. "I am thrilled to find someone with such complimentary and seasoned experience to what we already have at Northwest Core Collection as we head into this new era of wine sales," says Rob Alstrin, Owner and Founder of Northwest Core Collection.

Kelton joins NW Core with 23 years of distribution experience, working previously with Quality Beverage, Tarrant Distributors (now RNDC), Palm Bay International and most recently, Billington Wines/Winebow. His expertise in chain grocery, clubs & mass retail, gives him both the knowledge and the relationships to help NW Core's sales team achieve great success.

About Northwest Core Collection

Northwest Core Collection services the business needs of family-owned Northwest wineries. The company was founded in early 2005 and is owned by Rob Alstrin, Craig Eastman and Sheryl Alstrin. Northwest Core Collection specializes in setting up and managing its portfolio wineries' national distribution network. The company also offers a suite of services on an 'a la carte' basis that includes consulting and compliance services.

NWCC is headquartered in Portland, Oregon, with regional offices in New York, Houston, Seattle, Chicago and Tampa.

The Northwest Core Collection portfolio of wines includes: A to Z Wineworks, Abacela Vineyards and Winery, Bethel Heights Vineyard, Francis Tannahill Wine Company, Penner-Ash Wine Cellars, REX HILL and William Hatcher Wineworks.

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