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**FOR IMMEDIATE RELEASE**

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**Bevan Cellars Hires New Sales & Marketing Director and Additional Brand Ambassador**

**Napa Valley, CA** – Bevan Cellars, the cult-level wine brand known for its high scoring small-lot and single vineyard bottlings of Napa Valley Bordeaux-style and Sonoma County Burgundian-style wines crafted by Winemaker/Co-Proprietor Russell Bevan, has hired experienced wine industry professionals Shannon Pestoni as Sales & Marketing Director and Bryan McCall as Brand Ambassador.

Bevan Cellars Co-Proprietor Victoria De Crescenzo is pleased with the development, saying “Russell and I are excited to work with someone like Shannon who has so much experience in the wine industry, from small, boutique wineries to larger, more commercial brands. Her business expertise will be helpful for Bevan Cellars to continue its growth and presence in the marketplace, and Bryan’s hospitality experience, wine knowledge and personality are wonderful assets to the Bevan Cellars team as well.”

Shannon Pestoni has worked in the wine industry for over 25 years, and proudly says, “My career has spanned sales, marketing, operations, product development, branding and PR. If it is wine related, I’ve done it.” She began her wine industry career as E-Commerce Manager at Niebaum-Coppola Winery (now Inglenook), then transitioned to the General Manager role at Rutherford Grove Winery. In the early 2000s she co-founded and was General Manager for Jelly Jar Wines and Hearsay Wines based in the Napa Valley. In 2015 she founded Rooted Wine Marketing, using her extensive industry knowledge to help wineries create meaningful strategies, impactful sales programs and successful marketing campaigns. In her role as Sales & Marketing Director for Bevan Cellars, she will oversee all sales and marketing programs and manage the brand ambassador/consumer sales team. Shannon states, “I’m thrilled to join Bevan Cellars, a stellar brand with a great history of making exceptional wines from incredible vineyards year after year. We have a dedicated and passionate team in place, and tremendous opportunities in the coming years.”

Bryan McCall has been hired as Bevan Cellars’ newest Brand Ambassador. He previously held Sommelier positions at two highly revered restaurants, Restaurant Gary Danko in San Francisco and The French Laundry in Yountville, and he has earned the title of Advanced Sommelier. Most recently he was the Wine Director at Gary’s Wine & Marketplace at the Napa Valley location in St. Helena. With regards to his new position, Bryan explains, “It’s an exciting time to have joined Bevan Cellars and I see big things in our future. I know that when people get an opportunity to taste the wines they will love them, and I am really excited about the opportunity to bring Bevan Cellars to more places and people than ever before.”

Pestoni and McCall are joining current Bevan Cellars Brand Ambassador Theo Snyder, who has held that role since September of 2020. She has earned the WSET Level 3 Award and uses her vast wine knowledge during each tasting experience with Bevan Cellars’ clients. De Crescenzo affirms, “Theo’s expertise and enthusiasm for wine, food, and educating people about both are substantial. With the addition of Bryan, Bevan Cellars has created a sales team with worldwide wine knowledge and tasting experiences. The opportunity to taste and expand our wine horizons with both he and Theo is exciting for everyone at Bevan Cellars, and for our clients!”

For more information about Bevan Cellars, please visit [bevancellars.com](http://bevancellars.com) or email [info@bevancellars.com](mailto:info@bevancellars.com).

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