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FOR IMMEDIATE RELEASE

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**Mendocino WineGrowers, Inc. Appoints  
Bernadette Byrne New Executive Director**

(UKIAH, Calif) – Mendocino Winegrowers, Inc., President Tyler Rodrigue announced today the appointment of Bernadette Byrne as the group's new Executive Director.

Byrne has over 30 years of experience in the California wine business and has spent the last 28 years living and working in Mendocino County. "Frankly," said Rodrigue, "there's no one in Mendocino County or beyond who is better qualified to fill this position. Bernadette's knowledge of the county and its grape and wine industry is exactly what MWI needs to ensure our future success."

Byrne's career began in production jobs in the Napa Valley. She spent ten years working for Fetzer Vineyards and the Fetzer family in various positions ranging from Director of Hospitality to Training Director and Special Events Coordinator. During those years she also served as President of the Mendocino County Vintners Association. After leaving Fetzer Vineyards, she was Executive Director of the Mendocino Winegrowers Alliance (previously named the Mendocino County Vintners Association) and Director of Marketing for McDowell Valley Vineyards. She left McDowell in 2007 and started her own business, *SIP! Mendocino* in Hopland, the county's first comprehensive and exclusive retail outlet for Mendocino county wines. Most recently Byrne worked with John Fetzer at Saracina Vineyards as Sales & Hospitality Director.

Byrne credits John Fetzer's commitment to the Mendocino County wine industry for his support of her transition to this new position representing MWI. Byrne commented that she "is very excited about this opportunity to work with the progressive and passionate MWI board to promote the Mendocino County winegrowing industry. It's like I've come full circle to once again be Executive Director and to help raise the recognition of our great county. I look forward to working with the MWI members to build on our strengths and communicate our unique stories to the media and consumers."

**About the Mendocino WineGrowers, Inc.:** Mendocino WineGrowers, Inc. (MWI) is a voluntary group of winegrowers and vintners created in fall of 2012 helping to promote the grapes and wines of this large region. MWI is the leading voice of Mendocino wineries and winegrowers throughout the region dedicated to increasing awareness and furthering our message about the quality of grapes grown in our vineyards. Mendocino's unique collection of heritage vineyards, organic pioneers, name-brand wineries and family businesses is home to 10 recognized Viticultural Areas with 550 vineyards properties and 93 winery businesses. The region is well known for its pioneering "green" movement and can proudly say their green credentials are unsurpassed by any other wine region in the world.

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