



Appellation St. Helena (ASH) Announces New Board Membership

Dec. 1st, 2015, St. Helena, CA

Appellation St. Helena recently elected three new officers and four new board members at the annual member meeting held at Rudd Center at the CIA on November 9. The new slate of officers are President Lesley Keffer Russell, GM of Saint Helena Winery; CFO Stephanie Grubbs, GM of Benessere Winery; and Secretary, Seth Goldfarb, GM of Anomaly Vineyards, all of St. Helena. New board members are Shannon Salvestrin, Salvestrin Vineyards; Rebecca Fine Audiss, Trinchero Family Estates; Stephanie Grubbs, Benessere; and Anthony Weytjens, Edge Hill Winery.

The incoming leadership will continue the organization's mission to encourage and promote the highest quality standards in grape growing and wine making in the St. Helena Viticultural Area, and gain recognition for this quality through education of the membership and the public. Appellation St. Helena (ASH) is a 10 year old organization reborn from the original St. Helena Viticultural Club founded 140 years ago in 1875. Within the AVA there are 416 separate vineyards, encompassing 6,800 acres of planted vineyards, the most of any Napa Valley sub-AVA.

The outgoing President, Dave Yewell, Co-Owner of Yewell Family Vineyards with wife Nancy, outgoing ASH Executive Administrator, congratulated the three new leaders and reflected on where ASH is today. "We have built the membership to a size which allows us to fund broader exposure of ASH wines and vineyards to the trade and the consumer. Our consumer event, bASH, has been a rousing success and we look forward to success at the next bASH on April 9, 2016, because of the strong leadership we have now put in place." Tickets for bASH 2016 are on sale now at the ASH web site www.appellationsthehena.com

Incoming President Russell noted "ASH's wines and vineyards are exceptional, and we plan to continue educating the world about their character, using bASH as well as informing via our new ASH video." The new 4 minute video can be seen at www.appellationsthehena.com

Contact

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