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FOR IMMEDIATE RELEASE

Wine Market Council Names New Chair Heidi Scheid

Scheid Family Wines Executive VP's Appointment Follows Long-term Tenure as Board Director

Yountville, CA, December 18, 2018 – Wine Market Council announced that Heidi Scheid, Executive Vice President of Scheid Family Wines, has been elected as chair of the non-profit trade association's board of directors. Scheid succeeds former chair Emma Swain of St. Supéry Vineyards & Winery, who will continue to serve on the board.



"Having served as a director of Wine Market Council for many years, I look forward to this leadership role to further the association's commitment to advancing the U.S. wine market through wine market research," said Scheid. "Listening carefully to the needs and interests of members will help us conduct relevant research that will yield valuable quantitative and qualitative results to help drive the industry forward."

Prior to joining the family's wine business in 1992, where she worked as Director of Planning and VP of Finance and Chief Financial Officer before assuming her role as Executive Vice President, Scheid served as a senior valuation analyst at Ernst & Young, LLP and as an associate at the venture capital firm of InterVen Partners. She also served as a director of the California Association of Winegrape Growers for nine years, the last two years as chair. She holds an MBA degree from the University of Southern California.

Wine Market Council President Steve Burns says, "Heidi's extensive leadership experience in the industry, coupled with her in-depth knowledge of this association from her tenure on the board, will be integral to helping develop the next steps to further develop our mission to provide essential wine market knowledge, trends, insights, and intelligence to all tiers of the wine industry."

Wine Market Council provides its proprietary research to association members only. Upcoming research projects include a robust retail wine study to be released this summer. Membership dues are based upon different criteria that are dependent upon member association with the wine industry. You can inquire about membership at the Wine Market Council website WineMarketCouncil.com or email Wine Market Council at SBurns@WineMarketCouncil.com.

About Wine Market Council

Wine Market Council was established in 1994 as a non-profit (501c6) trade association whose mission is to grow and strengthen the wine market in the U.S. on behalf of all segments of the industry by providing ongoing U.S. wine market research. More information can be found at WineMarketCouncil.com.