

## Industry Leader Jason Haas Joins Free the Grapes! Board of Directors

**August 20, 2019**—Free the Grapes! is pleased to announce the appointment of Tablas Creek Vineyard Partner and General Manager Jason Haas to its Board of Directors.

The Free the Grapes! board, which sets strategy and messaging for the consumer outreach and public relations responsibilities for Free the Grapes!, also includes Steve Gross, Wine Institute; Dennis Cakebread, Cakebread Cellars; Cheryl Murphy Durzy, LibDib; Jeff Carroll, Compli; Rex Stults, Napa Valley Vintners; Michael Kaiser, WineAmerica; and Pete Downs, Family Winemakers of California, and Executive Director Jeremy Benson, Benson Marketing Group.



Jason learned the wine business at a young age as the son of Tablas Creek Vineyard founder and renowned importer Robert Haas. Today, as the winery's general manager, Jason oversees the entire business including winemaking, and sales and marketing operations. He is a vocal proponent for organic viticulture, the potential of Paso Robles, and the quality and qualities of Rhone varieties. Under his direction, Tablas Creek Vineyard manages successful 3-tier and direct-to-consumer sales programs. "I really believe that the 3-tier and DTC channels can each benefit the other, and look forward to helping Free the Grapes expand opportunities for wineries to reach new markets and for consumers to find the wines they love," says Haas.

### **About Free the Grapes!**

Founded in 1998, Free the Grapes! is a national movement of consumers and wineries seeking to expand consumer choice in wine with legal, regulated direct-to-consumer shipments. To receive email updates, visit [www.freethegrapes.org](http://www.freethegrapes.org).

Free the Grapes! presents the annual **Direct to Consumer Wine Symposium**, the industry's national summit on wine direct marketing and sales. Now in its 13<sup>th</sup> year, it will take place January 22-23, 2020, at the Hilton Concord Hotel. Program details are available at <https://dctwinesymposium.com/>

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