

AARON J. FEIN

Off-Premise National Accounts Executive — Mass, Club, Specialty & Grocery Retail | Profitable Share Growth Across the Western U.S. Through Joint Business Planning, Category Leadership & Three-Tier Distribution

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📋 Executive Summary

Wine and beverage sales executive with over 20 years building off-premise national account portfolios across mass, club, specialty, and grocery retail. Delivers profitable share growth with the largest U.S. retailers, Walmart, Costco, Sam's Club, ALDI, and Total Wine, through joint business planning, category leadership, and disciplined pricing and trade-investment strategy. Repeatedly converts underperforming portfolios into high-velocity national programs, most recently growing case volume 110% and revenue \$29M over five years. Combines deep three-tier distribution and distributor-negotiation expertise with hands-on brand building and cross-functional leadership across sales, marketing, and finance.

🧠 Core Competencies

- P&L Management
- Three-Tier Distribution
- Distributor Negotiation
- Brand Building & Incubation
- Pricing & Promotion Strategy
- Off-Premise National Accounts
- Category Leadership
- Joint Business Planning
- Trade Investment Strategy
- Cross-Functional Leadership
- Team Leadership & Development
- Mass, Club & Specialty Retail

📁 Experience

Executive Vice President, Sales & Marketing / Partner, Plata Wine Partners, LLC

2019 – Present | Napa, CA (hybrid)

Full P&L leadership of national sales and marketing for a multi-brand wine portfolio across off-premise mass, club, specialty, and grocery channels

- Grew case volume 110% (304K to 640K) and revenue \$29M (\$19M to \$48M) over five years, with the portfolio on pace for 725K cases and \$53M in 2025.
- Won exclusive-label and branded programs with Walmart, ALDI, LIDL, Sam's Club, Meijer, BJ's Wholesale, and Ahold Delhaize, while deepening authorizations and velocity at Costco, Total Wine & More, BevMo/GoPuff, and Trader Joe's.
- Negotiated a 28-state national distribution agreement with RNDC and led the acquisition of 14 brands from Purple Brands, expanding portfolio reach and shelf presence.
- Built costing, pricing, and dynamic forecasting models that governed trade investment, bottling, inventory, and grape procurement decisions to protect margin.
- Established the marketing function end to end, website, RangeMe, trade media, trade-show presence, and a Marketing Manager hire and directed brand design, packaging, compliance, and in-store execution.

Senior Trade Development Manager, Vinventions USA LLC

2017 – 2019 | Zebulon, NC (remote)

National account lead for corporate-headquarter relationships across off- and on-premise retailers and wholesalers, developing control, private, and exclusive brand programs.

- Built strategic private and exclusive-label programs for Costco, Albertsons/Safeway, Kroger, Trader Joe's, Total Wine, Target, Whole Foods, Cost Plus World Market, BevMo!, HEB, Sprouts, and Wine.com ☑ .
- Assembled a global portfolio of winery partners to collaborate on the design and production of control and exclusive brands from concept through production.
- Directed an influencer program with Masters of Wine, Master Sommeliers, and key trade voices to build awareness of products and services.
- Co-led U.S. market entry for the Lost Eden brand from the Republic of Georgia and led a retail cork-collection sustainability program.

Corporate-headquarter account lead driving national strategy, buyer relationships, and store-level execution across off-premise retail.

- Owned national strategy and buyer relationships for Albertsons/Safeway, Trader Joe's, Target, Cost Plus World Market, BevMo!, Sprouts, Wine.com, and Vino Volo.
- Led category management and data analysis to build fact-based selling stories and close assortment gaps against the rest of market.
- Developed and executed exclusive and private-label programs from concept to shelf, securing distribution for innovative new items.
- Directed wholesaler chain-account teams to hit execution targets across points of distribution, pricing, displays, and marketing materials.

National Sales Manager, Heron Wines

2012 – 2013 | San Francisco, CA

Led the full domestic and export wholesaler network, including sales planning, pricing, budgets, and depletion goals.

- Reversed a five-year case-sales decline into double-digit growth within four months, while reducing spend and taking a price increase.
- Secured new distribution with Kroger, Target, and Safeway, opening high-volume off-premise national accounts.
- Built and implemented channel strategy and trade programs across the wholesaler network.
- Managed pricing, financial budgets, and depletion and accounts-sold goals across all markets.

National Sales Manager, Wheelhouse Wine Cellars (Purple Wine Production Company)

2009 – 2011 | Graton, CA

Launched and led a new branded-sales division with full P&L responsibility for \$12M in revenue.

- Grew volume to 120K+ annual cases within two years by building a national distributor network across 47 states.
- Established the division to diversify the business from a control-label focus into a balanced branded portfolio spanning luxury and premium tiers.
- Led all off-premise national account sales, strategy, and management.
- Hired and led four Regional Managers across all trade channels.

Vice President of Sales - West, Jackson Family Enterprises - White Rocket Wine Company

2007 – 2009 | Napa, CA

Full P&L accountability for sales across 27 western states and all trade channels.

- Delivered \$20M+ net revenue and 275,000+ cases at +31% versus prior year.
- Hired and led five Regional Managers covering all trade channels across the western United States.
- Launched 11 luxury, premium, and popular-price brands, including six new brand launches and two new packages in two years and secured national-account authorizations and prime-selling-period programs.
- Partnered with marketing to develop and direct national trade programs by channel.

EARLIER CAREER**Constellation Wines U.S. — North Lake Wines — Western Division Regional Manager | 2005–2007**

- Grew division revenue from \$18M to nearly \$24M in two years across 15 western states; led four District Managers and managed a 40+ brand global portfolio spanning value to super-luxury.

Barefoot Wine & Bubbly (Grapelinks, Inc.) — National Sales Director / National Director of Business Development | 2000–2005

- Tripled sales from 175K to 600K cases (\$7.7M to \$21.5M); rebuilt the wholesaler network with 60+ new distributor and broker agreements across 30 states; led national buyer relationships with Safeway, Albertsons, Kroger, Walmart, HEB, Trader Joe's, and Cost Plus. Earned *Impact* Hot Brand of the Year (2004, 2005) and Adams Beverage Group Fast Track Growth honors (2005).

 Additional Relevant Experience – Hospitality Industry Management**Additional Relevant Experience – Hospitality Industry Management**

1986 – 2000

 Education**Bachelor of Science, Hotel Administration, University of Nevada, Las Vegas**

Las Vegas, NV

 Objective

Executive Management in the wine and beverage industry, leveraging extensive experience in national account development and brand building to drive innovation and growth.