



JOE FARLEY
REGIONAL SALES MANAGER

Hello,

I'm Joe Farley, your new Radoux USA sales representative. I will be calling on the Central & Southern CA, AZ, NM & TX accounts and territories that were previously covered by Len Napolitano. I won't be able to contact all of you immediately, so I'd like to tell you a little bit about myself.

Born and raised in southern California, I have spent my entire adult life on the Central Coast of California. I attended Cal Poly San Luis Obispo and majored in Agricultural Business Management. My diverse work experience includes winemaking at several Paso Robles wineries, most notably, Tobin James Cellars. In addition to my intensive winemaking skills, I have several years experience in vineyard management. I understand what it takes to succeed in winemaking, grape growing and wine business.

I am easy going and laid back, thorough and detail oriented. My goal as your Radoux representative is to help you create premium quality wines by enhancing the vineyard flavors through the use of oak barrels and alternatives.

I have experience working with Radoux barrels and consider the company to be a front-runner in quality and research. Radoux is one of the world's leading cooperages with manufacturing in France, Spain, South Africa, Australia and the United States. I am excited to be selling their French, American and Eastern European oak barrels, French oak tanks and casks, and Pronektar oak alternatives.

In my free time I enjoy all sports and have coached at all levels. Additionally, I enjoy boating with my family.

Please feel free to contact me on my mobile phone: 805-674-4464 or by email: jfarley@radoux-usa.com to place an order or inquire about Radoux's barrels, tanks and alternatives. I look forward to providing you excellent customer service.

Regards,

Joe Farley
Regional Sales Manager