



**PRESS RELEASE – May 3, 2021**

## **Tonnellerie Radoux USA, Inc. promotes Craig Holme to National Sales Manager**

(Santa Rosa, CA) Tonnellerie Radoux USA, Inc. is pleased to announce the promotion of Craig Holme to the position of National Sales Manager. In this role, Craig will lead the USA and Mexico sales team members to achieve sales targets and manage the company's marketing strategy.

With Radoux for more than four years, he has made significant contributions during this time to Radoux and its oak alternatives brand Pronektar throughout the Napa Valley, Central Coast, Southern California, Arizona, New Mexico, and Texas regions.

Craig has more than 15 years of experience in the wine industry. He studied Wine Science in South Australia and Viticulture and Winery Technology at Napa Valley College and started his career in winemaking in California, South-Africa, Australia and France.

He began the transition into his new role on May 1, 2021 while also retaining his client portfolio and role as the Sales Manager for the Napa territory. Craig brings unwavering and specialized support to all his clients in the Napa region, and remains committed to enhancing and growing his relationships throughout the region.

We have no doubt he will continue to brilliantly represent Radoux USA, Inc and Pronektar.

### **About Tonnellerie Radoux USA, Inc.:**

Established in 1994, Radoux USA supplies to the American wine and spirits industry:

- Premium American, French, and Hungarian Oak barrels under the brand Radoux
- Premium Oak alternatives under the brand Pronektar
- Tailor made tanks and casks under the brand Radoux Artisan Foudrier

Radoux coopers its Premium American oak barrels in California. Production was recently relocated to a TFF group site in Fresno under direction of our Radoux USA team to ensure the perfect continuity of our products. The barrels maintain the same standard of excellence. The oak sourcing, maturation and precision of our toasting styles remain 100% under Radoux management.

Premium French and Hungarian oak barrels are coopered in our historical and state-of-the-art workshop (Est. 1947) close to Bordeaux, France.

Pronektar oak alternatives are supplied to more than 500 wineries in the US. Their storage, distribution and assembly are carried out at the Radoux USA headquarters in Santa Rosa.

### **FOR IMMEDIATE RELEASE**

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