



**FOR IMMEDIATE RELEASE**

**GOOSE RIDGE ESTATE VINEYARDS AND WINERY APPOINTS WILL WRIGHT  
NATIONAL SALES AND MARKETING MANAGER**

BENTON CITY, WA – November 20, 2019 – Family owned and operated, Goose Ridge Estate Vineyards and Winery announced today the appointment of Will Wright to National Sales and Marketing Manager. With more than 25 years of experience in the wine industry, Wright joins Goose Ridge Estate Vineyards and Winery after eight years as a national accounts director at Southern Glazer's Wine & Spirits. Given his strong background working with retail chain accounts, Wright will focus on expanding the reach of the Goose Ridge Wine portfolio, including Goose Ridge, g3 and Cascadian Outfitters, to major markets nationwide.

“Bringing Will Wright on board and into the Goose Ridge Family is another step forward, as we continue to expand upon my family’s goal of building a diverse agribusiness. Will’s relationships and industry expertise will be essential in amplifying our presence in the market and expanding awareness of Goose Ridge,” explained Bill Monson, Goose Ridge Vineyards and Winery President.

Wright began his wine career in Washington working at one of the region’s first wineries, before transitioning to the sales and distribution side of the industry.

“Working with the Monson family provides the opportunity to bring my extensive experience in the three tier system full circle by returning to the winery side of the business. I look forward to leveraging my skillset in wine sales and marketing, as well as my relationships in the industry, to set the Goose Ridge portfolio of wines up for success with distributor partners across the country,” said Will Wright.

**About Goose Ridge Estate Winery & Vineyards:**

Goose Ridge Estate Winery & Vineyards is owned and operated by the Monson Family. As fourth-generation agribusiness, the family started herding cattle and began sowing the land in Washington’s Yakima Valley in the early 1900s. Today the family has a sprawling 3,000-acre estate in Columbia Valley that in addition to growing grapes, continues to run cattle and grow commercial cherries and apples. Goose Ridge Vineyards produces five wine labels - Goose Ridge Estate, g3, Tall Sage, Stonecap, and their canned wine brand, Cascadian Outfitters - and boasts four tasting rooms across Washington state in Richland, Leavenworth, Woodinville and Walla Walla. For more information please visit [www.GooseRidge.com](http://www.GooseRidge.com) and follow along on [Facebook](#), [Twitter](#) and [Instagram](#).

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