



CRUNCHY SUPERFOOD SNACKS

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**THE WINE RAYZYN COMPANY HIRES NEW DIRECTOR OF SALES  
TO SUPPORT RAPIDLY GROWING DISTRIBUTION AND SALES EFFORTS**

NAPA VALLEY, Calif. (January 17, 2017) – The Wine RayZyn Company announced today that David Capossela has joined their team as Director of Sales to further develop their growing distribution efforts and portfolio of regional and national accounts. David Capossela comes with a wealth of experience within the Industry, having spent the last 4 years at The Hershey Company, where he was instrumental in supporting retailers, retailer merchandising, and pushing sell-through of Hershey products. Joining in advance of the Specialty Food Association’s Winter Fancy Food Show and the official launch of The Wine RayZyn Company’s Dark Chocolate Covered CabernayZyns, David will play a key role at the first large tradeshow of 2017 and the introduction of this new product.

David joins The Wine RayZyn Company as Director of Sales to continue the company’s recent success of product launches and market penetration. David comments, “I am excited to work within The Wine RayZyn Company, and I look forward to working with the team to further the sales of their already extensive product line. I am fortunate to be joining such a respected company that prides itself on high quality, delicious, and healthy products. I am also thrilled to be working with people who have a mission to deliver healthy snacks to consumers, since I am so passionate about fitness and health myself.”

Dr. Chris Cates, MD, Founder and CEO of The Wine RayZyn Company, said, “David’s wealth of experience and industry knowledge has already made him a key addition to The Wine RayZyn Company family. We view his hire as a sign of our commitment to being one of the leading companies in our industry. Our new product innovations and the increasing demand from our customers led us to look for an addition to our sales team who will fit in with our culture of innovation, health, and quality, and it is very fortunate that we were able to find someone of David’s caliber to fulfill this role.”

**Company Information:** Wine RayZyns are crunchy superfood snacks made from dried California wine grapes. Stop by booth #2611 during the Fancy Food Show to meet David and learn more about the company.