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**TWENTY-TWO INDIVIDUALS FROM YOUNG'S MARKET COMPANY  
RECEIVE WINE SPECIALIST CERTIFICATION**

The **Society of Wine Educators** (SWE) has announced that 22 candidates from Young's Market and The Estates Group have achieved the credential of Certified Specialist of Wine from the Society of Wine Educators. The exams were conducted in Orange, California on May 5, 2004 and in Union City, California on May 7, 2004. According to Bonnie Fedchock, Executive Director for the Society of Wine Educators, the 88 percent pass rate achieved by Young's Market Company was the highest ever amongst groups who have attempted the Certified Specialist of Wine Examination. Two individuals scored a perfect 100 percent mark on the exam. "Young's Market Company has several individuals who should sit the Certified Wine Educator examination immediately," said Fedchock. In addition to its own employees, Wes Risdon, buyer for Sam's Club, and Christian McIntosh of William Grant Company, prepared for the examination with the Young's Market Company representatives and also achieved a pass on the examination. According to Fedchock, the Young's group seemed extremely well prepared for the examination.

The new Certified Specialists of Wine are Ditmar Balko, John Benz, Stefano Biscotto, Scott Blackburn, Eric Braham, Ted Chappell, Kenny Crowder, Heather Freyer, Jim Friedrichs, Bruce Herman, Ian Hill, Anne Kittilstad, Geoff Labitzke, Nancy Lowry; Dan Lundin, Jeff McCarthy, Walter Moore, James Phillips, Tom Pillsbury, Todd Smith, George Sparks, and Dick Winter.

Young's Market Company is one of the largest wholesalers of wine, spirits and beer in the United States. Founded in 1888, Young's is a major supplier along the Pacific Coast. Young's has subsidiary operations in Hawaii, Oregon, Washington and Alaska. In 2000, Young's Market Company created a fine wine division called The Estates Group to service the top 2000 wine accounts in California. Executive Vice President of the Estates Group, Bruce Herman is committed to maintaining the highest standards of product knowledge with this specialized sales force. "I envision that at some point everyone in the Estates Group will become a Certified Specialist of Wine," said Herman. Everyone from the Estates Group who attempted the CSW examination in May passed the exam.

Since the Certified Specialist of Wine credential was introduced in 2002, 391 industry professionals and consumers have successfully completed the examination, which recognizes exceptional standards in wine knowledge. The program was created by a committee of top professionals in the wine industry and measures expertise in all facets of wine including: winegrowing, vineyard management, production techniques, major wine regions, major grape varieties, wine laws, health issues, wine quality and service. It is offered throughout the year in select cities throughout the U.S, Cuba and Japan.

The Society of Wine Educators, the leading international, non-profit organization dedicated to the professional growth and certification of wine educators, administers the Certified Specialist of Wine and Certified Wine Educator examinations. Those who pass the examination are entitled to use the credential CSW or CWE after their name. Established in 1977, SWE provides educational resources through certification, exchange of information and events. SWE's annual conference gathers professionals and consumers from around the world in a major or emerging wine region for seminars, in-depth vineyard tours and panel discussions that focus on current issues in today's global wine marketplace. The 2004 SWE conference will take place in Sonoma, California August 2-7. For more information regarding the Society of Wine Educators or either of its certification exams, contact the Society at 202/ 347-5677, or at [www.wine.gurus.com](http://www.wine.gurus.com).

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