



**ALLISON WETSEL, CSW PRESIDENT
OF SALES, WHOLESALE**



Allison Wetzel, CSW is a wine industry veteran of twenty years and the current President of Sales, Wholesale for The Family Coppola. In her role she leads a worldwide sales team of more than 60 members. She started her journey with The Family Coppola in 2003 as the Regional Manager of New England for Francis Ford Coppola Winery. In 2007, she was promoted to the role of Director of National Chains and handled account relations for BJ's, Sam's Club, Wal-Mart, Target, CVS, Publix, Food Lion, among others. By 2011, she had taken on the role of Vice President of National Accounts, overseeing On and Off Premise National Accounts with an emphasis on partnership and profitability driven goals through innovation and execution. At this time, she also specialized in the company's growing Distinctive Services (Private Label) program.

Prior to her career at The Family Coppola, she was a Regional Sales Manager for Veuve Clicquot Ponsardin and part of the Associated Wine Distributors team.

Allison is a *Certified Specialist of Wine (CSW)* by the Society of Wine Educators and earned the *Advanced Certificate, Wine & Spirits* by Wine & Spirits Education Trust. She is a Cornell University alumna with a Bachelors in Science from the School of Hotel Administration. Currently, she is a Certified WSET Instructor at Johnson & Wales University in Providence, Rhode Island.

When Allison is not working, she can be found cycling, long-distance running, teaching dance and spending time with her dog, Aldo.