



ALBERT BICHOT USA

FOR IMMEDIATE RELEASE

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Albert Bichot USA Expands Its US Team From Within, Fueling Next Wave of Growth for The Importer

(November 26, 2024-Glen Allen, VA) - Albert Bichot USA recently announced the promotion of two key executives within the company, bringing over 45 years of combined experience to the roles. Two new Vice President positions have been created and filled by top executives within the group, Alex Rodriguez, now Vice President of Sales, and Troy Heinzman, Vice President of National Accounts.

Jim Opalka states, "As we continue to build for the future while at the same time adapting to the changing landscape, Alex and Troy share a mutual vision of our future trajectory while being an integral part of our evolution and growth up to this point. The structure and culture we are building will allow us to take the next step forward as a leading import and sales and marketing company in the US."

Alex is known for his teamwork and passion for building the company's brands and has consistently demonstrated his leadership ability. In his new position, Alex will be in charge of managing the regional management team, managing relationships with distributor management teams, and growing our distributor business.

Troy joined Albert Bichot in 2016 and has consistently offered unwavering support to his colleagues and shared his many years of expertise. In his new role, Troy will be responsible for developing and maintaining national account relationships, managing national account compliance, and will also be in charge of growing on and off premise national account business.

Congratulations to these two dedicated team members as we continue to grow as a team and deliver more to our clients nationwide.

About Albert Bichot USA

Albert Bichot USA is a leading wine importer of esteemed wines, including Domaines Albert Bichot as well as Maison Lorgé, Champagne Mandois, Merryvale Vineyards, and Joseph Mellot. The national sales team, led by President, Jim Opalka, are known for their fine wine expertise, industry relationships and extraordinary service to their brands, which extend beyond sales to marketing, brand development and a long-term commitment to client relations. The group continues to build its portfolio with exceptional brands that represent a similar core philosophy and that are focused on quality and eco-responsibility.