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Napa's Oak Knoll District names Terry Hall AVA Director

Industry veteran to lead marketing and promotion of historic region

Napa, CA--The board of directors representing the growers and vintners of the esteemed Oak Knoll District of Napa Valley American Viticultural Area (AVA) announce they have retained Terry Hall and his TH-*ink* communications firm to represent them. The AVA, nestled between the towns of Napa and Yountville in the southern Napa Valley is one of the first and most historic growing regions of the valley. Known as the "sweet spot," warm enough for full-ripening of Bordeaux-style reds while enjoying cooling bay fog for Chardonnay and Pinot Noir, Oak Knoll is probably the most diverse region in Napa.

Winemakers from Blackbird, Biale, and Trefethen among others are located here. Wineries including Opus One, Rombauer, and Beringer, to name just a few, are among the scores more who source fruit here for its prized aromatics, bright flavors and elegant structure inherent to the region's terroir.

Hall's firm was established in late 2012 after he spent the previous seven years as Communications Director for the Napa Valley Vintners leading efforts domestically and internationally and working directly with winemakers, viticulturists, scientists and countless industry leaders on issues facing the wine industry. Prior to that he spent nearly nine years in marketing and communications at Trefethen Family Vineyards during the time when the district was being formally recognized by the US Treasury's Tax and Trade Bureau (TTB).

"Terry has an intimate knowledge of the AVA from his work on it prior to and including his time with the Napa Vintners," said winery owner Janet Trefethen. "He was our unanimous choice as we move in a new direction promoting Oak Knoll."

To learn more visit www.OKDNapa.com

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