



## Ron Rubin

### The Forty Year Dream

Ron Rubin has experienced several incarnations relating to different specialized beverage *segments*. It began in 1972, when Rubin worked for his family's owned and operated **Central Wholesale Liquor Co.**, in Mount Vernon, Illinois. Always dreaming of buying a vineyard one day, Rubin stayed with his family's company for the next 22 years. Here he managed the distribution of wine, liquor, and beer in 48 counties, throughout Central and Southern Illinois. As an innovator, this was where Rubin began to develop and introduce numerous new line extensions into their portfolio.

One of those innovations was created in 1990, when Rubin formed **New Age Beverages**, in Mount Vernon. This company became the master licensee for **Clearly Canadian Sparkling Water** in the Southeastern United States. In a 10-state region he created a network of over 100 distributors, who sold over 3-million cases of Clearly Canadian.

Four years later, Ron Rubin read the book *The Republic of Tea*, written by the Mel and Patricia Ziegler. Rubin was so inspired, and made an offer to the Zielglers and Bill Rosenzweig to purchase **The Republic of Tea**, a Novato, California-based tea business. Since then, Rubin has been on a mission to seek and procure the most exquisite teas from world premier tea gardens, making them accessible to everyone.

Ron Rubin continued

Studying viticulture and enology at UC Davis, Ron's education came full circle in late 2011. He purchased River Road Family Vineyards and Winery. Located in Green Valley of Russian River Valley, discovering this vineyard and winery was a dream that he had held close to his heart for 40 years. Finding himself in prestigious Green Valley made this "dream come true" even more meaningful.

Ron Rubin had dreamed of producing exceptional wines at a great value, producing *A Beautiful Experience* for everyone, he likes to call it. Ron's vision for Ron Rubin Winery is to offer the most outstanding wines available from Sonoma County and beyond.

In 2016, due to his innovative spirit, Ron Rubin was honored by North Bay Business Journal, when he received their *2016 Innovator of the Year Award*.

Being inspired by his father to be a good citizen, philanthropy plays a major role in Ron Rubin's general make-up. He is the current President of the Board of Directors for Sonoma State University's Wine Business Institute, advising on the University's curriculum. Ron is also a major donor, in support of the Wine Spectator Learning Center's state-of-the-art education complex, and home of the Wine Business Institute.

In 2017, Ron Rubin began the *TRAINED FOR "SAVING LIVES"* program. In collaboration with the American Red Cross and ZOLL Medical Corporation, Ron Rubin Winery is covering the cost of one ZOLL AED PLUS (Automated External Defibrillator) unit, to 450 qualifying, North Bay wineries. This sustainability and safety plan is designed to keep visitors to the North Bay of California's wine country safe and saved, if necessary.

Ron has funded The Maynard Amerine Wine Label and Menu Collection at U.C. Davis. He is a member of the Sonoma County Grape Growers Foundation. Ron participates in the following Sonoma County philanthropic outreach programs: Food for Thought, American Cancer Society's Sebastopol Relay for Life, and School Garden Network of Sonoma County.