



RON RUBIN
WINERY
A BEAUTIFUL EXPERIENCE™

RON RUBIN, PROPRIETOR

Ron Rubin has experienced several incarnations relating to different specialized beverage segments. It began in 1968 when Rubin worked for his family's owned and operated Central Wholesale Liquor Co., in Mount Vernon, IL. Always dreaming of buying a vineyard, Rubin stayed with his family's company for the next 22 years. He managed the distribution of wine, beer, and liquor, in 48 counties throughout Central and Southern Illinois. Always the innovator, this was also where Rubin began to develop and introduce numerous new line extensions into their portfolio.

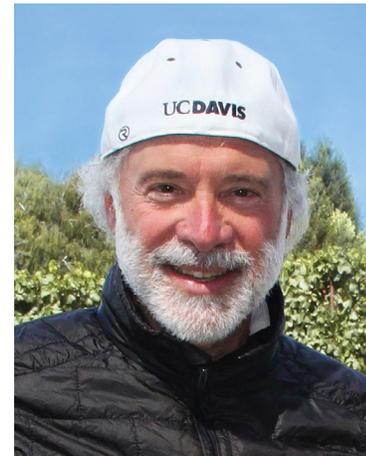
One innovation was created in 1990, when Ron formed New Age Beverages, in Mount Vernon. He became the master licensee for Clearly Canadian Sparkling Water in the Southeastern US. In a 10-state region, Ron created a network of over 100 distributors, who sold over 3-million cases of Clearly Canadian.

Four years later, Ron Rubin read the book *The Republic of Tea*, written by the Mel and Patricia Ziegler. Rubin was so inspired, that he made an offer to the Zieglers and Bill Rosenzweig to purchase *The Republic of Tea*, a Novato, California based tea business. When they said "yes," Rubin sold his family's liquor distributorship in Illinois, and began a specialty tea revolution. Since then, Rubin's been on a mission to seek out and procure the most exquisite teas from the world's premier tea gardens, making them accessible to everyone. He's introduced nearly 200 different teas, and also offers tea-inspired products, including unsweetened varietal, glass bottled iced teas for fine restaurants.

"In 1994, when I bought the business, there was a number of emerging health trends. People started thinking about fitness, running and jogging for their health. They started implementing more healthful lifestyle changes, and tea definitely fit

in with that. In fact, tea was the second most consumed beverage in the world behind water."

Studying viticulture and enology at UC Davis, Ron's studies came full circle in late 2011, when he purchased River Road Family Vineyards and Winery. Located in the 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, however, has made this "dream come true" even more delightful.

Since studying viticulture and enology at U.C. Davis, in 1971, Ron has dreamed of producing exceptional wines at a great value, to produce a beautiful experience for everyone. Also, social responsibility is part of Ron's general make-up, as taught to him by his father. Ron is the current President on the Board of Directors for Sonoma State University Wine Business Institute, advising on the university's curriculum. He is also on the Sonoma County Grape Growers Foundation Board of Directors; as well as participates in Sonoma County philanthropic outreach programs, such as Food for Thought, Center for Climate Protection, Chalk Hill Artist Residency, American Cancer Society's Sebastopol Relay for Life, and The Sponsors for Educational Opportunity (SEO) Scholars Program.