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FOR IMMEDIATE RELEASE

### **Loosen Bros. USA Appoints Doug Krenik Director of Sales**

OREGON CITY, Ore., September 21, 2011 – Loosen Bros. USA, the U.S. import company owned by Ernst Loosen of Germany's Dr. Loosen estate, has appointed Doug Krenik MS to be director of sales. In this newly created position, Doug will oversee sales planning, programming and brand management for the select group of exclusive producers in the company's small, but growing portfolio. In addition, he will be directly responsible for developing relationships with national on-premise accounts.

Over the past twenty years, Doug has been associated with almost every aspect of the wine business: importing his own wines, representing national importers, working for local distributors in both sales and education, and directing the wine program of the prestigious Flagstaff House Restaurant in Boulder, Colorado. He completed the rigorous Master Sommelier Diploma Exam in February 2006 and is one of only 186 Master Sommeliers worldwide. Doug is also a Certified Wine Educator (CWE) through the Society of Wine Educators. He joined Loosen Bros. USA in 2010 as its Midwest regional sales manager.

"Doug brings a lot of valuable experience and expertise to the job," said Loosen Bros. Vice President, Kirk Wille. "We're happy to have him working with us. Our company is a like a pack of lone wolves — or 'a curious band of ruffians' as one of our favorite customers put it — because we are so scattered across the country. We have a fantastic team, and Doug's excellent organizational abilities and calm, steadfast nature are just what we need to keep us all going in the same direction as the company grows."

"Doug rocks!" added company owner, Ernst Loosen.

Doug currently lives in Colorado with his wife, Chris, and enjoys cooking, writing, cycling and playing guitar. When asked about having earned the Master Sommelier title, Doug replied, "One of my goals has always been to demystify wine and take the elitism out of it and, as backward as it may seem to some, the credential gives me the understanding to deconstruct the bullshit of the business and present wine in a more meaningful way."

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**About Loosen Bros. USA**

Loosen Bros. USA is the sole U.S. importer of the wines of celebrated Riesling producer Ernst (Ernie) Loosen, including Dr. Loosen (in Germany's Mosel valley) and J.L. Wolf (in the Pfalz). Loosen Bros. also offers a select group of extraordinary wines made by good friends and relatives of Ernie Loosen in other regions of Germany, as well as France, Switzerland and the United States. Loosen Bros. USA is based in Oregon City, Oregon. For more information, please visit [www.loosenbrosusa.com](http://www.loosenbrosusa.com).