

ABOUT US



OUR BEGINNINGS

Vineyard Brands was founded by Robert Haas in 1971. Haas began his career in 1950 as the buyer for M. Lehmann, his father's wine shop in New York City which would later become Sherry Lehmann. As Haas became more interested in the wine business, he became less interested in the retail business, and in 1955, he began importing and selling wine in markets other than New York through Leeds Imports Corporation, an importing company started by Haas and his father. In 1967, Haas' father retired from the wine business and Leeds Imports Corporation was sold to Barton Distilling Company.

In 1971, Haas moved to Vermont and founded Vineyard Brands. A remodeled barn on the Haas family farm in Chester, Vermont served as headquarters from the inception of the company until May 1997, when the company's headquarters was moved to Birmingham, Alabama. Most of the office staff moved from Chester to Birmingham, including three employees who are still with Vineyard Brands today!

In 1990, Haas put in a place a succession plan by naming Jerry Neff as President of Vineyard Brands. As part of his eventual exit from Vineyard Brands in the late 1990s, Haas created an employee stock ownership plan ("ESOP"), which allowed the employees of Vineyard Brands to purchase the business from Haas.



TODAY

Today, we represent over 75 brands of wines, including 25 growers of estate-bottled wines in Burgundy, Chablis, the Rhône, the Loire Valley, Alsace and Southern France as well as some of the best wines available from Argentina, Spain, Portugal, Chile, New Zealand, Australia, South Africa, Germany and Italy. Despite our relatively small size, we have a national distribution network. The culture that we have nurtured at Vineyard Brands has allowed us to retain our talent over the years. We have grown from 2 employees in 1971 to over 60 today. We have divided the United States into 8 regional sales territories, each of which is overseen by a regional manager, whose average tenure with Vineyard Brands is over 21 years. We have nearly 30 sales representatives who are located throughout the United States.

The office staff in Birmingham handles all shipping, accounting and the production of all promotional materials and advertising for Vineyard Brands.

MISSION

Our Mission is to select and offer wines of the best quality and value from around the world so that there is absolute confidence in any wine with "Imported by Vineyard Brands" on the label.