



## **Brett Wells** **Director of Purchasing &** **Private Label Coordinator**

Brett's passion for all things food and wine started at a young age and eventually led him to become a classically trained chef at Le Cordon Bleu. Brett is also a certified Sommelier from the Court of Master Sommeliers. Prior to joining the Vino del Sol family, Brett was the Wine Buyer for BevMo! where he developed and managed the company's private label brands.

At BevMo!, Brett managed \$80M in annual private label sales, and was in charge of working with wineries to develop products for their stores that provided excellent margin, product consistency, and great quality. He developed from concept to shelf over 200 brands from all over the world

(Argentina, Australia, Chile, France, Germany, Italy, Japan, New Zealand, Spain and USA) that generated annual sales of 800,000 cases for the company.

Brett brings instant value and expertise to Vino del Sol with his superior communication and analytical problem solving abilities, extensive comprehension of wine trends, innovative product creation and planning, and impeccable integrity. He also has a darn good palette!

Brett lives with his wife and daughter in Northern California.

