



**MEDIA CONTACT**

Michael Bilello  
Senior Vice President, Communications & Marketing  
[michael@wswa.org](mailto:michael@wswa.org) | (202) 243-7506

**FOR IMMEDIATE RELEASE**

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**WINE & SPIRITS WHOLESALERS OF AMERICA USHERS IN BREAKTHRU BEVERAGE GROUP VICE-CHAIRMAN DANNY WIRTZ AS CHAIRMAN OF THE BOARD**

*Wirtz will serve the trade group's almost 400 family-owned wine and spirits wholesaler member companies along with newly elected 2020-2021 officers*

**WASHINGTON, D.C., 04/21/2020** — Wine & Spirits Wholesalers of America (WSWA) announced today that Danny Wirtz, Vice-Chairman of Breakthru Beverage Group, has been elected Chairman of the Board, a leadership role he will serve in for 12-months, along with newly elected board officers, in advocating for the trade group's almost 400 family-owned wine and spirits wholesaler member companies throughout the country.

"I am honored to serve and advocate for wine and spirits wholesalers during this unique and dynamic time for the industry," said Danny Wirtz. "Wholesalers are taking the lead keeping the supply chain to the market intact, while using ecommerce, data and consumer insights to drive innovation during the COVID-19 global pandemic; all the while, continuing to manage issues such as product tariffs and regulatory changes."

Founded in 1943, WSWA is the national trade association representing the wholesale tier of the wine and spirits industry, dedicated to advancing the interests and independence of wholesalers, distributors and brokers of wine and spirits. Member companies distribute more than 80 percent of the nation's wine and spirits.

"Chairman Wirtz brings a great combination of industry knowledge, fresh ideas and willingness to serve others at a time when the beverage alcohol industry is facing challenges that require innovative thinking, teamwork and leadership," said Michelle Korsmo, WSWA's president and CEO. "Danny is going to be a great chairman and will serve wholesalers well at a critical time," she added.

**WSWA 2020-21 EXECUTIVE COMMITTEE OFFICERS:**

- CHAIRMAN: **DANNY WIRTZ**
- VICE CHAIRMAN: **CHRIS UNDERWOOD**
- SENIOR VICE PRESIDENT: **TOM COLE**
- VICE PRESIDENT: **WAYNE CHAPLIN**
- SECRETARY: **SUSAN MCCOLLUM**
- TREASURER: **CUTTER SMITH**

- PAST CHAIRMAN: **SYD ROSS**
- LEADERSHIP CAUCUS A REPRESENTATIVE: **DINA OPICI (2020-2022)**
- LEADERSHIP CAUCUS B REPRESENTATIVE: **STEVEN BECKER (2020-2022)**
- LEADERSHIP CAUCUS B REPRESENTATIVE: **RICHARD LEVENTHAL (2020-2022)**

#### **About Wine & Spirits Wholesalers of America**

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit [www.wswa.org](http://www.wswa.org) or connect with us on [Facebook](#) or [Twitter](#).

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