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## VDS PRESIDENT MATT HEDGES NAMED WINE ENTHUSIAST 40 UNDER 40 TASTEMAKER

*From the October 2016 edition of Wine Enthusiast:*

“Raised in small-town Mississippi, Hedges was forever changed when he studied in Buenos Aires. “I fell in love with Argentine wine, but when I got home, I couldn’t find it anywhere,” says Hedges. After earning an MBA from Ole Miss, he founded Vino del Sol, a terroir-driven portfolio of wine from Argentina. His venture gained a boost by winning the Wake Forest Elevator Competition, a Shark Tank-style pitch delivered in an actual elevator. Now selling wine in all 50 states, Hedges also distributes estate-grown wines from California and Chile, as well as saké from Japan. He also collaborates on developing retailer-exclusive brands.”



### **ABOUT VINO DEL SOL:**

Vino del Sol's mission is to be your trusted source for great wine. Since 2004 we have built our reputation as a leading importer of *terroir*-driven wines that over-deliver in value. Known as "The Argentine Wine Specialist<sup>®</sup>," we also market exceptional wines and sakes from California, Chile, Japan, and New Zealand. All of our producers are estate-grown, sustainably-farmed, and family-owned. Vino del Sol's brands include Zolo, Gen5, Altocedro, Tapiz, Formation, Criss Cross, Lamadrid, Verum, Anko, Puramun, and Zaha & Teho.

**LEARN MORE AT: [WWW.VINODELSOL.COM](http://WWW.VINODELSOL.COM)**