



John Ireland
Partner
East Coast Sales Director

John Ireland joined Pali Wine Co. as Southeast Regional Sales Manager in July 2011. As the main point person for the southeast region, Ireland's extensive background in the industry offers a great amount of support to Pali's National Sales Director, Gary White. Ireland oversees sales for Pali in South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida as well as the Caribbean Islands and Eastern Seaboard.

Ireland brings with him over twenty years of sales experience in the wine and spirits industry, most recently as founder of Ireland Wine, Spirits & Fine Fare, from 2006-2011 in Miami, FL, where he specialized in small-production, family-owned and operated, artisan wineries and distilleries. His vast experience working with top distributors throughout Florida includes prior positions as area sales manager at Southern Wine & Spirits (1998-2006), as well as sales positions with Seagram Chateau & Estates, Palace Brands and Peerless-Mohwak in New York.

"The chance to join the team at Pali Wine Co. is something I just couldn't resist. The energy and positive outlook of Tim Perr and the Pali team is infectious," says Ireland. "It's exciting to work with a hot new winery that is on its way up."

His love for the culinary world led Ireland to pursue an associate degree in culinary arts from the prestigious Culinary Institute of America in New York, during which time he worked in the culinary and marketing worlds of restaurant groups such as Chart House and Stouffer Restaurant Company.

In his free time, Ireland can be found in the kitchen at his home in Coconut Grove, FL, cooking dinner with his wife Cathy, daughters Clair and Lindsay, and son Raymond.