



Steve Grass
Midwest Regional Sales Manager

Steve Grass joined the Pali Wine Co. and Tower 15 team in July 2012 as Midwest Regional Sales Manager, where he orchestrates sales in Canada and in 14 Midwest states including: Illinois, Indiana, Kentucky, Wisconsin, Kansas, Michigan, North Dakota, South Dakota, Nebraska, Iowa, Missouri, Arkansas, Ohio and Minnesota.

Steve brings over 25 years of experience in the spirits and wine industry. Grass started out working in the restaurant industry. It was there that Steve found his passion in wine. Over the past 12 years, Grass has worked as a Central US Regional Manager overseeing up to 18 states. His best experience is developing new products all the while increasing regional sales. Over the past 10 years, Grass has worked the harvest in California in addition to assisting in the blending phases of wine production. He attributes this experience as helping diversify and expand his wine knowledge.

He has represented wines from a variety of notable California appellations, including Los Carneros AVA, Russian River Valley, Dry Creek and Sonoma Coast. Today he represents wines for all over the West Coast including Oregon, Paso Robles and Santa Barbara counties.