



The Duckhorn Portfolio Announces Executive Leadership Appointments

Paul Passaro Named Chief Sales Officer; Chanel Caplan Promoted to Chief Marketing Officer and P.J. Alviso to Chief Operating Officer

Zach Rasmuson, Chief Operating Officer since 2012, elected to the Company's Board of Directors

September 30, 2026

St. Helena, CA--(BUSINESS WIRE) — The Duckhorn Portfolio (“Duckhorn” or the “Company”), North America’s premier luxury wine company, today announced three executive leadership appointments:

- Paul Passaro has been appointed Executive Vice President, Chief Sales Officer, effective October 5, 2026;
- Chanel Caplan has been promoted to Executive Vice President, Chief Marketing Officer, effective September 30, 2026; and
- P.J. Alviso has been promoted to Executive Vice President, Chief Operating Officer, effective February 1, 2027.

The Company also announced that Zach Rasmuson, who has served as Chief Operating Officer since 2012, will join its Board of Directors.

“As we wrap up our 50th anniversary this year, we are thrilled to welcome Paul and to congratulate Chanel and P.J. as they step into their new roles,” said The Duckhorn Portfolio CEO Robert Hanson. “Together, these appointments bring the right combination of fresh perspective, deep institutional knowledge, and proven leadership to our executive team as we enter our next phase of growth. Our goal is to be the undisputed leader in American luxury wine, and I am confident that these leaders will be instrumental in helping us achieve that ambition.”

Mr. Passaro brings more than 25 years of wine and spirits industry experience to the role, most recently as Head of Sales at O’Neill Vintners & Distillers. In his new role at The Duckhorn Portfolio, Mr. Passaro will oversee wholesale sales, national accounts, export, sales strategy, analytics, and sales operations teams.

Mr. Passaro added, “I’ve admired The Duckhorn Portfolio since the very beginning of my career, when I had the opportunity to represent these remarkable brands as a sales consultant. To join an organization I’ve long respected and be able to contribute to the growth and evolution of this iconic portfolio is incredibly meaningful. It’s truly a full-circle moment, and I’m honored and energized by the opportunity to help write the next chapter of Duckhorn’s success.”

Ms. Caplan joined The Duckhorn Portfolio in February of 2025 as Senior Vice President, Brand Management, Premium Brands, bringing over 15 years of experience and a proven track record of success in the wine industry. In her new role at The Duckhorn Portfolio, Ms. Caplan will oversee brand marketing, trade marketing, creative services, and DTC.

“I am thrilled to be taking on the CMO role and building on the incredible heritage and momentum of our brands,” said Ms. Caplan. “I look forward to finding new ways to connect with our consumers as we continue to fulfill our company’s mission to elevate life’s meaningful moments—from the celebratory to the everyday—with exceptional wines that bring people together.”

Mr. Alviso joined The Duckhorn Portfolio in June 2007, and over nearly two decades, he has continually expanded his responsibilities while strengthening the Company’s processes, strategies, and culture. In his new role, Mr. Alviso will oversee the vineyard, winemaking, winery operations, supply strategy, supply chain, engineering, and grower relations functions.

Mr. Alviso will succeed Zach Rasmuson as Chief Operating Officer effective February 1, 2027. Mr. Rasmuson, who has been with the Company since 2003 and has served as Chief Operating Officer since 2012, will continue in his current role through the transition and, at that time, will join the Company’s Board of Directors. Mr. Rasmuson will also continue to lead The Duckhorn Portfolio Founders Fund, whose mission is to support educational programs for historically disadvantaged groups in the communities where the Company’s employees live and work.

Mr. Rasmuson commented, “After 23 years, I could not be more confident in the organization’s direction, or in P.J. as my hand-picked successor. I am honored to continue serving The Duckhorn Portfolio on the Board of Directors and look forward to continuing my work at the Founders Fund to support educational programs in our communities.”

“It is such an honor to succeed my long-time mentor, Zach, and build on the strong foundation he has helped establish over more than two decades,” concluded Mr. Alviso. “Having spent nearly 19 years growing alongside The Duckhorn Portfolio, and a lifetime spent on vineyards like ours, I have a deep appreciation for the people, craftsmanship, and commitment to quality that have made this company what it is today.”

About Paul Passaro

Paul Passaro is a seasoned industry executive with more than 25 years of wine and spirits experience. Most recently, Mr. Passaro served as Head of Sales at O’Neill Vintners & Distillers. He spent nearly 18 years at E. & J. Gallo Winery, where he served as National Director of Sales & Marketing for the company’s Luxury Portfolio and, prior to that, as Sales Director for Luxury in the Western United States. Earlier in his career, he held sales roles at Breakthru Beverage Group, giving him experience on both the supplier and distributor sides of the premium wine business.

Mr. Passaro holds a Bachelor of Science from the University of Georgia, Terry College of Business.

About Chanel Caplan

Prior to joining The Duckhorn Portfolio in February of 2025 as Senior Vice President, Brand Management, Premium Brands, Chanel Caplan was at Patco Brands, where she served as President of Rancho La Gloria, the company’s flagship ready-to-drink margarita brand, and the #1 wine-based cocktail brand. Before Patco, she led critical growth for Kim Crawford and Meiomi at Constellation Brands, including Kim Crawford Illuminate. Collectively, Ms. Caplan has over 15 years of industry experience.

Ms. Caplan holds a Master of Science from Northwestern University and a Bachelor of Arts from University of California, Berkeley.

About P.J. Alviso

P.J. Alviso joined The Duckhorn Portfolio in 2007 and most recently served as Senior Vice President, Operations. In the 19 years since joining the organization, Mr. Alviso has served in a number of roles, beginning in our vineyards, later overseeing Estate Vineyard management and grower relations. In 2018, Mr. Alviso became responsible for leading the Central Coast brands, winemaking teams and sourcing strategies and in 2023, Pacific Northwest winemaking, sourcing and operations were also brought under his purview.

Mr. Alviso holds a Master of Business Administration from Sonoma State University, and a Bachelor of Science from California Polytechnic State University.

About The Duckhorn Portfolio, Inc.

The Duckhorn Portfolio is North America's premier luxury wine company, with eleven wineries, nine state-of-the-art winemaking facilities, five tasting rooms and over 2,200 coveted acres of vineyards spanning 38 Estate properties. Established in 1976, when vintners Dan and Margaret Duckhorn founded Napa Valley's Duckhorn Vineyards, today, our portfolio features some of North America's most revered wineries, including Duckhorn Vineyards, Decoy, Kosta Browne, Sonoma-Cutrer, Goldeneye, and Greenwing, among others. Sourcing grapes from our own Estate vineyards and fine growers in Napa Valley, Sonoma County, Anderson Valley, California's North and Central coasts, Oregon and Washington State, we offer a curated and comprehensive portfolio of acclaimed luxury wines with price points ranging from \$20 to \$230 across more than 15 varietals. Our wines are available throughout the United States, on five continents, and in more than 50 countries around the world.

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