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Bricoleur Vineyards names co-founder Sarah Citron as CEO

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Sarah Citron is namedÂ Chief Executive OfficerÂ ofÂ Bricoleur Vineyards, the Sonoma County estate celebrated for its distinctive wine & food pairings, organic farming, and warm hospitality.

Citron, a co-founder of the family-run Bricoleur Vineyards, has long been the driving force behind its pioneering vision. For the past eight years, she has inspired the team to grow boldly, think outside the traditional wine playbook, and reimagine what a modern winery can be - where fine wine seamlessly meets lifestyle, culinary innovation, and meaningful community connection. She has been instrumental in changing and shaping the way the wine industry is portrayed, leading with a family-friendly, elevated, experience-driven tasting room model that sets Bricoleur apart. Now under her leadership, Bricoleur Vineyards will continue to evolveâ??guided by the same spirit of authenticity, innovation, and purpose that has defined it from the start.

"At Bricoleur, we've always believed wine is more than what's in the glass - it's about creating moments, traditions, and connection," said Citron. "I'm honoured to lead our next chapter, building new pathways with brand partnerships, loyalty programs, and experiences that bring people together."