

ABOUT US



Brilliant Wines from
Central Europe.



ABOUT AHTEL WINES

Ahtel Wines imports some of the most elusive, historical, and increasingly popular wine regions around Central Europe. We pursue standards of excellence through developing long-term partnerships with producers that possess a profound respect for terroir and are benchmarks in their region, and as such, our portfolio presents quality, small-production old-world style wines as well as intriguing regional varietals from Central Europe.

Founded on the mission that great wine should be shared and enjoyed, Ahtel Wines focuses on selecting unique, quality wines and working collaboratively with our distribution partners. We understand that each region and varietal have unique challenges and opportunities in the market. With over 25 years marketing experience on the team, we are proactively driving awareness and demand, building brand equity, and supporting sales efforts to complement and enhance the work of our distribution partners.

We partner with distributors who aim to provide a unique and interesting portfolio of wine to their clients, and are committed to lasting partnerships with our suppliers and distributors to build long-term success.

THE FOUNDERS

Full-time managers/owners of Ahtel Wines, Amanda Wilson and Heidi Wettach not only share a passion for wine, but also a professional history with successful careers in marketing; the perfect fit for selecting unique, quality wines and driving demand and brand awareness to support our distribution partners.

Having traveled and enjoyed many wines together, our desire to share those experiences here in the US has been the driving motivation behind importing. We have now become obsessed with making everyone aware of the great wines of the region and are passionate to make it feasible for everyone in the US to get their own bottle.



Amanda (left) and Heidi (right).

Amanda Wilson

Amanda has broad marketing experience having held leadership roles in many startup companies building business from scratch while also planning for growth. Customer-driven, she has a long history of go-to-market planning, and consumer marketing across channels to build demand for products and services in target markets. She has prior experience in food and beverage in both service and management. She holds the WSET Level 2 Award, and when not marketing the next best product (your wine!), she is golfing, motorcycling, skiing or just cooking at home with friends and family.

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Heidi Wettach

Heidi has spent over 15 years in corporate marketing, and more recently real estate marketing promoting the purchase of area properties. She also holds a background in computer science which complements her creative and design skills with superb technical abilities. This is the perfect blend of skills to drive efficient operational and digital strategies for growing the market for our portfolio. Heidi holds the WSET Level 2 Award, and when not running the engine of Ahtel Wines, you can find her running, golfing (often with Amanda!) enjoying art and architecture and spending lots of time with her son, family and friends.

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