



TOURISM, RETAIL & HOSPITALITY

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Jenny Craig Appoints David Pastrana as Its New CEO

Company Continues to Plan Expansion, Establish Retail Presence

■ By MARIEL CONCEPCION

Jenny Craig, the Carlsbad-based weight loss company, has made some changes to its C-Suite as part of its expansion strategy.

According to a news release, David Pastrana is the company's new CEO and Monty Sharma, the previous president and CEO, is now board chairman. The leadership transition went into effect Feb. 1.

"When I was exploring the opportunity, the first thing I considered was my passion for the industry," said Pastrana, who, most recently, was president of White House Black Market, and before that, held roles with Zara parent Inditex, Topshop and Sears. "On a personal level, I am very passionate about health, nutrition and living a healthy lifestyle. The second criteria I considered was the history of the company. Jenny Craig is a phenomenal, internationally known brand,



David Pastrana

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SIP Wine & Beer Aims to Build Business, Community

Accion Loan Helped Entrepreneur Get Started on Wine Bar

■ By MARIEL CONCEPCION

In 2019, SIP Wine & Beer LLC — the only wine bar in the city of Escondido — grew its revenue by 22%, according to the company.

With the help of its customers, many of whom are vested in the growth of Escondido's wine and spirits economy, Cassandra Schaeg hopes to continue to grow SIP's revenue in 2020 by 5-7% and its overall presence within the town and the county.

"Whether you are new to wine and beer or curious about Escondido's charm, SIP is the place to explore and indulge," said Schaeg, who founded the company in 2015 and has four employees. "Since opening... we have connected with thousands of wine and beer lovers invested in the community. We are grateful to create a movement that gives people the platform to SIP, connect (and) share and look forward to growing with the city of Escondido."

Accion Loan

Funded with the help of ACCION, a national nonprofit lending network that helps small business owners, and through her own personal investment, Schaeg said SIP's customers are primarily North County residents who not only enjoy wine and/or beer, but are also interested and actively involved in the growth of Escondido's wine and spirits economy. While most

SIP Wine & Beer LLC

FOUNDER: Cassandra Schaeg
NO. OF LOCAL EMPLOYEES: 4
REVENUE: Increased by 22% in 2019, according to the company
HEADQUARTERS: Escondido
YEAR FOUNDED: 2015
COMPANY DESCRIPTION: A wine and beer bar.

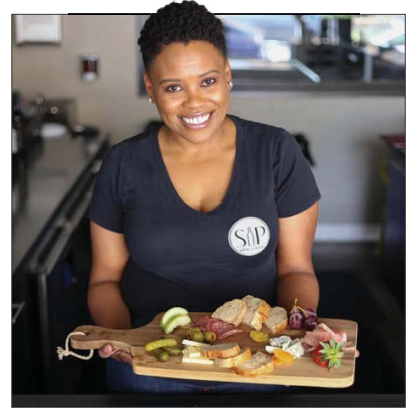


Photo courtesy of SIP Wine & Beer LLC

Cassandra Schaeg founded SIP Wine & Beer in 2015 in Escondido.

SIP patrons are from Escondido and neighboring cities, Schaeg said she occasionally gets visitors from other parts of San Diego County.

And, they are welcome.

Educating Others

This, because part of Schaeg's mission is to educate others on the local beer and wine scene while simultaneously supporting those in the industry that look like her

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