Time Family of Wines Announces Expansion of Mayert Family Operations and Leadership Structure

For Immediate Release

October 15, 2026

Penticton, B.C. – Time Family of Wines today announced an expansion of the Mayert family's business operations, together with a strengthened leadership structure at Time Family of Wines to support continued growth across its wine, hospitality and related business interests.

As part of the expanded structure, George James, President of Time Family of Wines, will assume broader responsibility for Mayert Family Holdings, that includes Time Family of Wines. In addition to continuing his leadership of Time Family of Wines, George will oversee the family's broader business interests, support the evaluation and development of new opportunities and represent the Mayert family across its investments and strategic relationships.



George brings more than 20 years of executive experience across wine, hospitality and other industries. Before joining Time Family of Wines, he held senior finance roles with the Verhoeff Group of Companies and Phantom Creek Estates and served as Chief Financial Officer of Black Hills Estate Winery. George is a Chartered Professional Accountant (CPA, CA) and recently served as Treasurer of the BC Wine Grape Council.

"Since opening in July of 2025, Evolve Sparkling House has doubled its sales year over year," said George. "The expanded structure gives both the Mayert family and Time Family of Wines the leadership capacity to pursue new opportunities in a disciplined way, while maintaining strong focus on the businesses and brands we have already built."

Anahita Pouget has been appointed General Manager, Beverage, with responsibility for strategic leadership across Time Family of Wines' beverage portfolio. In the expanded role, Ms. Pouget will work closely with Head of Winemaking Lynzee Schatz and Evolve Estate Manager Anna Patterson on product innovation, market development and the continued evolution of the company's wine and hospitality offerings.



Anahita played an important role in the development and 2025 launch of Evolve Sparkling House, including work on brand strategy, sales channels and consumer experience. She brings more than two decades of international experience across sales, marketing and hospitality in the wine industry in Canada, France and India. She has held leadership roles with Andrew Peller Ltd., Phantom Creek Estates, and Mark Anthony Group.

Kellie Zimmer has been promoted to Hospitality Manager, expanding her leadership beyond OROLO Restaurant + Cocktail Bar to include events across Time Family of Wines properties. Lynzee Schatz assumes the role of Head of Winemaking for Time Family of Wines, and Anna Patterson, Evolve Estate Manager, will continue to lead day-to-day operations and guest experience at Evolve Sparkling House.

"We are very proud of how Time Family of Wines has grown and evolved, particularly with the opening of Evolve Sparkling House in 2025," said Ron and Shelley Mayert. "Evolve represented an important expansion of our business and has been met with a strong response. Its success reflects the strength of our team and the enthusiasm of our guests and community. We are excited to build on that momentum as we continue to grow the Time Family business thoughtfully, while staying focused on quality, memorable wine and hospitality experiences and our connection to the Okanagan"

With a portfolio that includes Chronos Winery, Evolve Sparkling House, and OROLO Restaurant + Cocktail Bar, Time Family of Wines is focused on disciplined growth, innovation and distinctive wine and hospitality experiences in the Okanagan.

About Time Family of Wines

Owned by Ron and Shelley Mayert, Time Family of Wines reflects the Mayert family's deep roots in British Columbia and long-standing connection to the Okanagan. Ron was born and raised in Summerland, and Shelley grew up on a farm in the Fraser Valley. The family's approach combines a commitment to quality and innovation with a belief in the Okanagan's ability to produce world-class fruit and a desire to contribute to the communities that have shaped their lives.

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