Steric Names Elliot Bonior Director of Sales

Beverage industry veteran brings more than 15 years of winemaking, production and commercial experience to Steric



CULVER CITY, CA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- CULVER CITY, Calif. — September 9, 2026 — Steric, Inc. today announced that Elliot Bonior has joined the company as Director of Sales, strengthening its commercial team as demands grow for Steric's proven beverage processing technology across the wine, spirits, ready-to-drink (RTD) and juice industries.

A Central California Coast native, Bonior brings more than 15 years of experience spanning winemaking, beverage production and commercial development. His background includes hands-on production winemaking, sales of capital equipment and enology products, and wine and beverage remediation solutions.
Throughout his career, Bonior has worked with many of North America's leading wine producers and highly regarded Italian manufacturers of wine and beverage processing equipment. His experience combines practical production knowledge with a strong track record of building customer relationships and bringing specialized technologies and solutions to market.

"Elliot brings the combination of production knowledge and commercial experience we need as Steric expands," said William Fay, CEO of Steric. "He understands the challenges producers face and how to translate new technology into practical value."
Bonior is based in California's agriculture region and oversees national wine sales and regional spirits, RTD and other beverage revenue channels for Steric.
About Steric

Steric provides beverage processing systems designed to improve flavor, consistency, and product value without additives, filtration, or changes to core formulations. The company works

with commercial beverage producers across wine, spirits, RTD, juice, and emerging beverage sectors.

Media Contact:
Steric, Inc.
Steve Sukman, COO
steve.sukman@steric.com
https://www.steric.com

Steve Sukman
email us here
Steric, Inc.
Visit us on social media:
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/939152798

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.