



DELICATO FAMILY VINEYARDS ENTERS NEW PARTNERSHIP WITH ASC FINE WINES

NAPA, Calif. (July 25, 2016) – Delicato Family Vineyards, worldwide exporter of California wines and a fast growing winery in the US, is pleased to announce a new partnership with ASC Fine Wines, a leader in the distribution of fine imported wines in Mainland China, Hong Kong and Macau. ASC Fine Wines will have exclusive distribution rights to a select portfolio of Delicato brands including Gnarly Head, Delicato Family Vineyards and Irony.

“With more than 90 years’ experience in the premier winegrowing regions of California, Delicato Family Vineyards is proud to offer a strong portfolio of core brands to ASC Fine Wines,” said David DeBoer, Vice President & General Manager International, Delicato Family Vineyards. “With its position as a leading wine importer in China with 20 years’ experience in this ever-changing market, we are excited about expanding our market presence and driving key brand-building initiatives that ultimately will see our fine wines in even more restaurants and homes of Chinese consumers.”

In addition to distribution in retail shops and restaurants, ASC Fine Wines has committed substantial investment towards growing distribution and sales through e-commerce, with specific focus dedicated to its partnership with Alibaba’s Tmall.com, a major online store in China.

“We are delighted to welcome Delicato Family Vineyards into the ASC Fine Wines portfolio,” said Bruno Baudry, CEO, ASC Fine Wines. “We are inspired by the vision of its founder Gaspare Indelicato, and by the company’s commitment to sustainable yet innovative winemaking under third generation CEO and President Chris Indelicato. As the Chinese wine market evolves, and consumers continue to explore the diverse world of wine, the importance of providing quality wines that speak of their home, their vineyards, and the people who craft them, becomes ever greater. We are excited to be working with Chris and his team, and are confident that the Delicato brands will create a new lineage of their family in China through our partnership.”

“ASC Fine Wines’ expansive market coverage, experience in fine wines and focus in digital aligns with the family’s long-term market development strategy,” said Chris Indelicato, President & CEO, Delicato Family Vineyards. “This partnership is an important milestone for the winery as we expand our distribution footprint in the Chinese market.”

Selling wine in China for more than a decade, Delicato Family Vineyards joins ASC Fine Wine’s diverse portfolio of wines from 14 countries.

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About Delicato Family Vineyards

Delicato Family Vineyards is a pioneering family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world. Delicato Family Vineyards produces and represents wines of excellent quality made in accordance with sustainable winegrowing practices. For more information, visit www.delicato.com.

About ASC Fine Wines

ASC Fine Wines is China’s leading fine wine importer and distributor with around 800 team members across Mainland China, Hong Kong and Macau. It has been described as “China’s greatest fine wine importer” by legendary wine critic Robert M. Parker, Jr. With its constant focus on quality, ASC partners with highly esteemed wine brands to create an exceptional portfolio, which now includes over 1,200 premium labels from more than 100 internationally renowned wineries from around the world. ASC’s incomparable fine wine portfolio and expertise offer wine connoisseurs in China the trustworthy source for fine wines. To learn more about ASC Fine Wines, we invite you to visit our website at: www.asc-wines.com/en/

MEDIA CONTACTS:

Matthew Gong
ASC Fine Wines
+86-21-60561999 ext 422
matthewgong@asc-wines.com

Kylie Barnett
Delicato Family Vineyards
(707) 265-1767
kylie.barnett@delicato.com