



**FOR IMMEDIATE RELEASE**

**Delicato Family Vineyards and V2 Wine Group Announce Strategic Alliance**

*Delicato continues its growth strategy with equity investment in global portfolio of brands*

**NAPA, Calif. (March 7, 2017)** – Delicato Family Vineyards (Delicato) and V2 Wine Group of Sonoma, California (V2) are proud to announce a strategic alliance effective today. Under the terms of the agreement Delicato is making a significant equity investment in V2 as part of Delicato’s ongoing premiumization and growth strategy that began with the acquisition of Black Stallion Estate Winery in 2010 followed by the launch of Diora and Z. Alexander Brown wines. Delicato is the fastest growing Top Ten wine company as reported by The Nielsen Company\* and was recognized by the organization at the 2016 Unified Wine Symposium as just one of two wine companies to achieve greater than 100K case volume growth while also achieving double digit growth across the entire portfolio. Delicato’s growth has been led by the launch of ultra-premium Z. Alexander Brown which quickly became the #1 new wine brand of 2016\*\* as well as the market leading performance of its Bota Box, Noble Vines and Gnarly Head brands.

V2 will operate as a distinct Sales and Marketing Platform with its own unique portfolio and channel strategy. Dan Leese, President, and Katy Leese, General Manager, will continue to lead V2 in their current capacity. “The V2 portfolio perfectly complements Delicato’s with the varietals consumers want from some of the best growing regions in the world such as Rosé from Provence; Pinot Noir from the Russian River Valley; Cabernet Sauvignon from the Napa Valley; and Shiraz from the Barossa Valley” noted Delicato President and CEO Chris Indelicato. “We plan to invest in growing the brands and the company that Dan and Katy have built.”

“The objective of the partnership is to increase the presence of the powerful brands in the V2 collection and to better serve our customers with a broader portfolio,” added Dan Leese. “There has been a long-term friendship between our two family-owned businesses, and so when we were ready to expand the business we knew Delicato was the right choice.”

Scott Ericson, Senior Vice President and National Sales Manager, will continue to lead the sales organization representing the V2 portfolio which includes such well-known brands as Bouchaine Vineyards, Coeur Clémentine Wines, Dobbles Family Estates, Donati Family Vineyard, Dry Creek Vineyard, La Follette Wines, Lucinda & Millie Wines, Merryvale Family of Wines, Morandé, Quivira Vineyards, Starmont Winery, Steelhead Vineyards, Toad Hollow Vineyards, Torbreck Vintners, Vindicated Wines and Wine By Joe.

*\*Nielsen, Total US XAOC, \$% Change, 52 weeks ending 1/28/17*

*\*\*Nielsen Total US XAOC, \$ Sales, 52 weeks ending 12/31/2016*



### **About Delicato Family Vineyards**

Delicato Family Vineyards is a family-owned company founded in 1924. Four generations of the Indelicato family have overseen vineyard operations and winemaking at their California properties, maintaining the unparalleled standards for which they are known. The Delicato portfolio includes a unique range of brands such as Bota Box, Gnarly Head, Noble Vines, Black Stallion Estate Winery, Z. Alexander Brown, Diora, Belle Ambiance, Brazin, HandCraft Artisan Collection, Irony, Loft, and Earth Wise. For more information, visit [www.delicato.com](http://www.delicato.com).

### **About V2 Wine Group**

V2 is a wine producer and provides sales and marketing services to a limited group of family owned wineries. With a wine portfolio that includes Bouchaine Vineyards, Coeur Clémentine Wines, Dobbles Family Estates, Donati Family Vineyard, Dry Creek Vineyard, La Follette Wines, Lucinda & Millie Vineyards, Merryvale Family of Wines, Morandé, Quivira Vineyards, Starmont Winery, Steelhead Vineyards, Toad Hollow Vineyards, Torbreck Vintners, Vindicated Wines, and Wine By Joe. V2 is dedicated to building strong, family owned wine brands in the North American marketplace. The company was founded in 2010, by Dan and Katy Leese and entrepreneur Pete Kight. For more information, visit [www.v2winegroup.com](http://www.v2winegroup.com).

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