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## Zepponi & Company Advises on Sale of Niven Family Portfolio of Wines

*Posted on January 28, 2020*

Zepponi & Company, a leading merger and acquisition advisory firm dedicated to the beverage alcohol industry, served as the exclusive financial advisor to the Niven family in the sale of a 100,000+ case portfolio of Central Coast wine brands to WX Brands.

TRUE MYTH  
TANGENT

BAILEYANA  
ZOCKER

Included in the sale are the wine brands True Myth, Tangent, Baileyana, and Zocker. These four brands represent a complementary portfolio of wines which include product offerings in several of the fastest growing wine varietal categories, including Rosé, Sauvignon Blanc, Cabernet Sauvignon and Pinot Noir, all sourced from California's Central Coast.

The Niven family has been a pioneer of the Edna Valley since planting the historic Paragon Vineyard in 1973. Family patriarch Jack Niven created the Edna Valley Vineyard brand in 1981, which ultimately led to the creation of the Edna Valley AVA in 1982. The Niven family sold Edna Valley Vineyard to Gallo in 2011, however second and third generations of the family have continued to innovate and bring attention to the Edna Valley through the True Myth, Tangent, Baileyana and Zocker brands.



Zepponi & Company is a leading global merger and acquisition advisory firm that is dedicated to the beverage alcohol industry, and has been the most active advisor in the North American wine sector. The firm has served as the financial advisor on numerous transactions involving ultra-premium and luxury wine brands, estates and vineyards, such as Pahlmeyer, Orin Swift, Meiomi, Patz & Hall, Kenwood Vineyards, Penner-Ash, Siduri, and WillaKenzie Estate, and has advised some of the industry's largest beverage alcohol companies, including Constellation Brands, Ste. Michelle Wine Estates, Diageo, Jackson Family Wines and F. Korb & Bros. For more information, please visit [www.zepponi.com](http://www.zepponi.com) (<http://www.zepponi.com>).

**Website:** Search Results Web Result with Site Links [www.zepponi.com](http://www.zepponi.com) (<http://www.zepponi.com>)

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San Luis Obispo, CA, USA

**Zepponi & Company (<http://www.zepponi.com>)****Website:**[www.zepponi.com](http://www.zepponi.com) (<http://www.zepponi.com>)**Location:**

Santa Rosa, CA, USA

Zepponi & Company is a leading merger and acquisition advisory firm that provides corporate finance and transaction advisory services to the global beverage alcohol industry, and has been the most active advisor in the North American wine sector. **learn more** (<http://www.winesandvines.com/buyersguide/gotolisting.html?id=25741&eid=25741>)

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