

Zepponi & Company Advises Beau Joie Champagne on Joint Venture with Deutsch Family Wine & Spirits



Santa Rosa, Calif., April 4, 2022 - [Zepponi & Company](#), the leading beverage alcohol merger and acquisition advisory firm, served as the exclusive financial advisor to Beau Joie Champagne owner Toast Spirits, LLC, in its joint venture partnership with Deutsch Family Wine & Spirits. Per the terms of the transaction, Deutsch Family Wine & Spirits will acquire a minority interest in the Beau Joie brand and be appointed the exclusive sales and marketing agent for the brand in the U.S., Canada and the Caribbean.

Founded by industry veterans Jon and Brandis Deitelbaum, Beau Joie's brand architecture and market positioning have quickly launched the brand into the upper ranks of a highly traditional category. The partnership with Deutsch will see further acceleration of the brand's core offerings, Brut Nature (SRP \$99) and Brut Rose (SRP \$129), as well as specialty Champagne products (SRPs \$79 - \$1,200), which have achieved wide success and notoriety within high-end on-trade channels. The partnership will also feature a broad rollout of the recently introduced Beau Joie Brut (SRP \$49), representing a crucial evolution of the brand toward mass distribution in off-premise channels.

Deutsch Family Wine & Spirits' investment comes as the Champagne category is seeing phenomenal growth, driven by the re-opening of on-premise channels as well as underlying broader consumer trends that favor premium, "affordable luxury" products. Beau Joie's remarkable outpacing of the overall Champagne category reflects the brand's commitment to innovation, quality, and a relevant brand experience aligned with shifts in consumer trends. Zero-dosage Champagnes, also known as "brut nature", are made without sugar added post-fermentation. Beau Joie was an early mover in promoting the "no-sugar added" trend, which has become increasingly relevant among consumers looking to indulge in beverage alcohol products yet remain health-conscious. For further details on the transaction, please [click here](#).



About Zepponi & Company

Zepponi & Company is the 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 beverage alcohol brands and assets, including Booker Wines, Bib & Tucker, Mastersons, Diamond Creek, 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, Treasury Wine Estates, Jackson Family Wines, F. Korb & Bros., and King Estate. The firm has offices in Santa Rosa, California and Portland, Oregon. For more information, please visit www.zepponi.com.