

# Purple Wine Company announces acquisition of Four Vines Winery

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For Immediate Release

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Graton, CA, October 6, 2010 – Purple Wine Company, announced today its acquisition of the Four Vines Winery brand.

Four Vines Winery is the pioneer and leader in The Naked (un-oaked) Chardonnay category, and is also known for being a leading producer of Zinfandel, including a value based Old Vine Zinfandel Cuvée, as well as the premium priced Zinfandel appellation series: The Biker (Paso Robles), The Sophisticate (Sonoma) and The Maverick (Amador). Purple Wine Company will manage The Four Vines Winery as part of its overall brand portfolio led by Mark West, Avalon, Rock Rabbit, and Bex. “There is virtually no redundant product overlap in the Four Vines Winery offerings, which will in turn fit seamlessly into our existing portfolio,” according to Ron Janowczyk, SVP National Sales for the Purple Wine Company, “it’s a terrific addition for us.”



Four Vines Winery, and Purple Wine Company share a commitment to developing wine brands that focus on over-delivering quality in the value/price category of \$10--\$15 per bottle retail. Similar to Four Vines’ focus on Naked (un-oaked) Chardonnay and Old Vine Zinfandel, Purple has developed category leaders with Mark West Pinot Noir, and Avalon Cabernet Sauvignon that emphasize simplicity and quality by keeping their product offerings paired down to just a few per brand. This strategy allows winemakers Alex Cose (Purple) and Christian Tietje (Four Vines) to concentrate their efforts on delivering the highest quality per dollar ratio possible, while simplifying the selling process throughout an effective distributor national network, and delivering an attractive selling proposition to retailers and restaurateurs.

Dennis Carroll, President of Purple Wine Company, summed it up as follows: “We feel that the Four Vines acquisition offers a unique opportunity to grow our brand portfolio with products and people who approach the wine market in the same strategic manner as Purple Wine Company.”

Four Vines was established by founding partner Christian Tietje, whose background as a chef in Boston provided a sensory roadmap that led him to winemaking. A lover of old vine Zinfandel and clean, un-oaked Chardonnay, it is no surprise that Tietje found his muse in crafting wines made from grapes grown in Santa Barbara, Paso Robles, Sonoma, and Amador counties. Christian will remain with Purple Wine Company as the winemaker for Four Vines, as will Bill Grant, Four Vines co owner “We are thrilled to join forces with the Purple Wine Company team, which will allow us to continue to make and sell great wines while building the Four Vines Brand into a category leader.”

About Purple Wine Company: Purple Wine Company was founded in 2001 by Derek Benham and is based in Graton, California. Current brands include Avalon Mark West Pinot Noir, Avalon Cabernet Sauvignon Bex Riesling, Rock Rabbit Sauvignon Blanc, and Four Vines. The executive team includes Dennis Carroll, President; Ron Janowczyk, Senior Vice President and Alex Cose, Winemaker.

For information on Purple Wine Company and its brands or to schedule an interview, please contact: Emily Aschbrenner at Charles Communications Associates, [emily@charlescomm.com](mailto:emily@charlescomm.com) , 415-701-9463, or 760-213-1300.

Zeponi & Company served as exclusive advisor to the seller in this transaction. Adamski, Moroski, Madden, Cumberland and Green acted as exclusive counsel to Four Vines Winery. Financial amounts regarding the transaction were not disclosed.