



FOR IMMEDIATE RELEASE

TRINCHERO FAMILY ESTATES PURCHASES MASON CELLARS, POMELO BRAND

St. Helena, Calif., December 21, 2016 — Trincherero Family Estates (TFE) today announced its acquisition of Mason Cellars, owners of Pomelo and Three Pears wines. As the super-premium (\$7-10) and ultra-premium (\$10-15) segments continue to show growth, this acquisition adds an important offering to the Trincherero family of brands. President and COO Bob Torkelson commented, “We are delighted to bring Mason Cellars into our family, and in doing so add to the breadth and depth of our collection of brands. TFE remains committed to diversifying our portfolio in a way that supports our mission to be consumer-driven and consistently offer quality and value. The wines of Mason Cellars are unique and have demonstrated great success in the market, thus offering a significant addition to the ever-growing portfolio of premium and luxury wine at TFE.”

Mason Cellars was founded in 1993 by renowned white winemaker Randy Mason and wife Megan Mason. California-appellated Pomelo wines offer a Sauvignon Blanc and Rosé, are distributed nationwide and have earned numerous accolades including Top 100 and Top 100 Values from *Wine Spectator*. Mason Cellars wines include Sauvignon Blanc and Cabernet Sauvignon, all sourced from premiere Napa appellations. Randy Mason will continue to be involved in the production and promotion of Mason wines for Trincherero Family Estates. Global Wine Partners represented Mason Cellars in the transaction.

Trincherero Family Estates is the second largest family-owned wine company in the United States that began in 1948 with one storied brand: Sutter Home. Multiple generations of the Trincherero family continue to own and operate the Napa Valley-based business that now employs over 1,500 employees and manages over 10,000 acres of vineyards.

About Trincherero Family Estates

Trincherero Family Estates is wholly owned and operated by the Trincherero family, Napa Valley vintners since 1948. The TFE portfolio includes more than 40 brands including Sutter Home, Ménagement à Trois, Trincherero Napa Valley, Napa Cellars, Folie à Deux, Terra d’Oro, SeaGlass, and the number one alcohol-removed wine, Fre. TFE also markets and sells a stable of notable brands including Joel Gott Wines, Charles & Charles, Taken Wine Co., and Bandit. TFE’s import portfolio also includes Angove Wines from Australia; Doña Paula Wines from Argentina; Carmen and the Wave Wines from Chile; and a spirits portfolio that includes Amador Whiskey Co and Tres Agaves Tequilas. Visit www.tfewines.com to learn more.

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Media Contact:

Elizabeth Hooker, Senior Director of Communications for Trinchero Family Estates
ehooker@tfewines.com
#707-294-7117