

# TRINCHERO

## *Family Estates*

March 13, 2024

### **Trinchero Family Estates Establishes Import Partnership with Celler Vall Llach**

Trinchero Family Estates announced a partnership with notable Spanish winery Celler Vall Llach. The second-largest family-owned winery in the US, TFE has steadily expanded its portfolio in recent years with import partners including Ceretto, Tenuta Regaleali, San Polo, Cotarella, Finca Allende, Finca Nueva, Terras Gauda, and Quinta Sardonía. All of TFE's import partners are family owned and many are multi-generational; these principles remain important as the organization strategically grows its portfolio with a focus on quality wines, sustainable viticulture, and maintaining a family-owned business for generations to come.

Celler Vall Llach is based in Porrera, within the Priorat region of Spain located southwest of Barcelona. Established in the 1990s by Enric Costa and Catalan singer Lluís Llach, today the estate is managed by Enric's son Albert who is head winemaker and general manager. Renowned for its old vines and unique terroir, Priorat was revived in the 1990s and has continued to garner acclaim for its wines that demonstrate uncommon freshness and remarkable aging potential. The slate soil which is known locally as llicorella is a defining characteristic of the Celler Vall Llach wines which are all certified organic.

Trinchero will be importing four wines, including the winery's flagship wine – Mas de la Rosa (SRP \$300), which has earned Gran Vinya Classificada, the highest distinction in the classification of wines of the DOQ Priorat. The additional wines include Embruix (SRP \$28), Porrera Vi de Vila White (SRP \$35), and Porrera Vi del Vila Red (SRP \$65). All sales will be managed by the Heritage team, the sales team dedicated to luxury within TFE.

#### **About Trinchero Family Estates Wine & Spirits**

The second-largest family-owned winery, Trinchero Family Estates (TFE) comprises more than 50 award-winning wine and spirits brands distributed in nearly 50 countries around the globe. Founded in 1948—when Italian immigrant Mario Trinchero brought his young family from New York City to Napa Valley and purchased an abandoned Prohibition-era winery called Sutter Home in St. Helena—Trinchero Family Estates has been an innovator for 75 years. Today, Trinchero Family Estates remains deeply rooted in Napa Valley, encompassing a broad portfolio of global offerings, including flagship brands Sutter Home Family Vineyards, Ménagement à Trois and SEAGLASS Wine Company; luxury brands Trinchero Napa Valley, Napa Cellars and Neyers Vineyards; partner brands Joel Gott Wines, Charles & Charles and Bieler Père et Fils; import brands San Polo, Famiglia Cotarella, Ceretto, Tenuta Regaleali, Angove Family Winemakers, Avissi Prosecco, Echo Bay, Finca Allende and Terras Gauda; and spirits and specialty beverage brands Hanson of Sonoma Organic Vodka, Tres Agaves Organic Tequila, Tres Agaves Organic Cocktail Mixers, Amador Whiskey and Trinchero Vermouth. Learn more at [www.tfewines.com](http://www.tfewines.com).