



## TRINCHERO FAMILY WINE & SPIRITS ACQUIRES MUMM NAPA

**ST. HELENA, Calif., December 16<sup>th</sup>, 2025** – Trinchero Family Wine & Spirits announces its agreement to acquire Mumm Napa, a renowned California sparkling wine house, from Pernod Ricard. The acquisition of the acclaimed California sparkling wine house represents a significant and strategic addition to the Trinchero portfolio. With this agreement, Trinchero assumes ownership of the Mumm Napa destination winery and its sparkling wine production facilities located in Rutherford, Napa Valley. As a family-owned winery rooted in Napa Valley for over 75 years, Trinchero is proud to welcome the Mumm Napa team into its organization and add the brand to its diverse and growing portfolio.

Mumm Napa is widely recognized as one of California's premier sparkling wine producers. Its portfolio includes the California Sparkling range, Terroir Series, and numerous direct-to-consumer exclusives, featuring Brut, Rosé, Blanc de Blancs, and Blanc de Noirs, with current suggested retail prices ranging from \$18 to \$105. Mumm Napa winemaking will continue uninterrupted, with fruit sourced from long-standing grower partners – including the notable Devaux Ranch in Carneros. Trinchero will sell Mumm Napa and Mumm Sparkling wines across the U.S., Canada, Mexico, and the Caribbean.

“This is an exciting acquisition for our family and organization,” said Mario Trinchero, third-generation owner and Chairman of the Board at Trinchero Family Wine & Spirits. “The addition of such a storied and respected brand to our portfolio is the continuation of the legacy that our grandparents began in 1948 with a small winery in Napa Valley. Today, that legacy lives on through more than 50 brands, and remains rooted in family ownership and values. We’re proud to grow our portfolio and add to the team that we consider our extended family.” President and CEO Bob Torkelson added, “Mumm Napa is a strategic addition, bringing scale, distribution strength, and brand equity. As one of California's top sparkling brands with a loyal consumer base, we’re confident it will play an important role as we continue to drive sustained growth for Trinchero Family Wine & Spirits.”

# TRINCHERO

FAMILY WINE AND SPIRITS

Mumm Napa ranks among the top five domestic sparkling wine brands and is trending just ahead of the sparkling wine category<sup>1</sup>. Domestic sparkling wine priced \$18+ grew retail dollar sales +2.2% in 2025, underscoring its resilience and consumer appeal<sup>2</sup>. Mumm Napa's robust on- and off-premise business and established wine club will further strengthen Trinchero's foundation of over 50 wine and spirits brands. This acquisition furthers Trinchero's expansion efforts, including partnerships with fine wine producers in Italy and Spain, and reflects its ongoing commitment to innovation, quality, and family-driven values.

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## About Trinchero Family Wine & Spirits

A family-owned company for more than 75 years, Trinchero Family Wine & Spirits comprises more than 50 award-winning wine and spirits brands distributed globally. Founded in 1948 – when Italian immigrants Mario and Mary Trinchero moved their young family from New York City and purchased the Sutter Home winery in St. Helena – Trinchero Family Wine & Spirits remains rooted in Napa Valley. From these humble beginnings Trinchero has grown to become one of the five largest US wineries through strategic partnerships and investments in technology and vineyards, all while maintaining a steadfast commitment to quality, value, sustainability and philanthropy. Today, the portfolio includes flagship brands Sutter Home Family Vineyards, M n ge   Trois and SEAGLASS Wine Company; luxury brands Trinchero Napa Valley, Napa Cellars and Neyers Vineyards; partner brands Joel Gott Wines, Charles & Charles and Bieler P re et Fils; a growing portfolio of alcohol-removed wine including Fre, Luminara, and SEAGLASS alcohol-removed, import brands Ceretto, Tenuta Regaleali, San Polo, Famiglia Cotarella, Avissi Prosecco, Echo Bay, Celler Vall Llach 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).

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## Notes:

- 1) Source: Circana Total MULO+ with Convenience and Liquor, latest 52 weeks ending 11/2/25 (rankings based on dollar sales)
- 2) Source: Circana Total MULO+ with Convenience and Liquor, year to date ending 11/2/25