

KENWOOD[®]

V I N E Y A R D S

Pernod Ricard Finalizes Purchase of Acclaimed Sonoma Valley Winery

Santa Rosa, Calif., – May 21, 2014 – Zepponi & Company (www.zepponi.com), the premier global wine industry mergers and acquisitions advisory firm, has completed the sale of Kenwood Vineyards to Pernod Ricard. Zepponi & Company served as the exclusive financial advisor to F. Korbel & Bros. in connection with the transaction. Pernod Ricard's acquisition of the approximately 550,000-case Kenwood Vineyards included winemaking facilities, a visitor center and vineyard holdings. The purchase marks Pernod Ricard's second foray into California, following its purchase of sparkling wine producer Mumm™ Napa Valley, which was included as part of its acquisition of Allied Domecq in 2005.

Pernod Ricard is the second largest alcoholic beverage company in the world. Its interest in Kenwood stemmed from a desire to own a prestigious and recognizable California still wine brand that enjoys broad distribution in the U.S. The purchase gives the Paris-based company a diversified wine portfolio with significant growth potential in the United States, as well as in key international markets. Pernod Ricard will have the ability to leverage Kenwood's existing infrastructure in order to scale future growth in the U.S. wine market and expand the Sonoma County brand's worldwide presence.

Located in the prestigious Sonoma Valley appellation, Kenwood Vineyards is one of the most highly regarded wineries in Sonoma County, and is also one of the largest in California. Kenwood produces highly acclaimed, super-premium and luxury-priced wines, using classic California grape varieties. Known for its outstanding quality, Kenwood has received top honors from prominent wine competitions across the country. Mario Zepponi of Zepponi & Company stated, "In Kenwood, Pernod Ricard is acquiring an established, well-respected Sonoma County brand that is firmly entrenched in the U.S. market. Pernod Ricard will now have a formidable wine brand that is ideally positioned for aggressive domestic and international growth."



Zepponi & Company is the largest mergers and acquisitions advisory firm that is dedicated to the global wine industry. Headquartered in Santa Rosa, California, the firm has served as the financial advisor on numerous transactions involving ultra-premium and luxury wine brands, estate wineries and vineyards, including Chalk Hill Estate, Diageo Chateau & Estate Wines, Kendall Jackson Wine Estates, Murphy-Goode, Valley of the Moon, Goosecross Cellars, and Four Vines. For more information, please visit www.zepponi.com.