



BUILDING BRANDS WORLDWIDE

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## COMPANY PROFILE

### Winery Exchange Milestones

Winery Exchange was founded in 1999 and is headquartered in Novato, California, USA. The company maintains regional sales offices around the United States and international offices in the United Kingdom and Spain.

Winery Exchange is the only full-service, corporate brand, beverage alcohol company that sources beer, wine and spirits from the finest regions worldwide. The company was founded with the intent of blending extensive industry expertise with cutting-edge business practices. The result is a dynamic, fast-growing company poised to take advantage of new trends in the beverage alcohol industry.

#### Major Milestones:

- March 2011, Expanded international presence opening office in London , UK
- April 2010, The Kroger Co. awarded Winery Exchange “Outstanding Supplier of the Year” for the second year in a row
- October 2009, *San Francisco Business Times* ranked Winery Exchange in the “Top 100 Fastest-Growing Private Companies in the Bay Area”
- February 2008, *Wine Business Monthly* recognized Winery Exchange as one of the “Top 30 US Wine Companies” by case sales
- August 2007, *Entrepreneur Magazine* named Winery Exchange one of the top 100 fastest growing businesses in America in their “Hot 500” listing
- November 2006, Launched Ogio Italian wine brand, now one of the top three fastest growing wine brands in the UK
- October 2006, Winery Exchange launched their first Dutch corporate brand beer– Gouden Haven
- June 2006, Winery Exchange launched R.J. King WingWalker – their first domestic craft beer
- November 2004, Launched first corporate brand spirits brand – Origine
- October 2002, Winery Exchange launched their first multi-cultural wine brand, Origin for Threshers supermarkets in UK

Winery Exchange builds brands for the world’s leading retailers. Global retail partners include Supervalu, Kroger, Whole Foods, Safeway, Costco, Delhaize Group, Tesco, Fresh & Easy, Walgreens, Cost Plus, BEK, H-E-B, Sainsbury and more.

Winery Exchange is a venture-backed company. Investors include VCFA Group, D.E. Shaw & Co., Charter Ventures, Camden Partners and Startup Capital Ventures.