

Our Annual List of Top U.S. Wine Companies

**WBM**  
**30**

PLUS: Hottest Small Brands • Number of U.S. Wineries

## 30. WINERY EXCHANGE

PHIL HURST, CO-FOUNDER; PETER BYCK, CO-FOUNDER  
ANNUAL U.S. SALES CASE VOLUME: 300,000

Though in past years it has flown under the radar screen, **Winery Exchange** has billed itself as the "leading global supplier of quality private label wine brands for global wine retailers."

The company mostly works with imported wines but supplies domestic wines too. Its wines are sold by major retailers, such as **Albertsons**, **Costco** and even **7-Eleven**.

Working with retail partners, the company creates wine blends, brand names, packaging and marketing plans. The company manages production, compliance and distribution.

Winery Exchange was founded in 1999, with headquarters in Novato, California, by a group that had worked for **Golden State Vintners** (now part of **The Wine Group**).

National wine brand Solemar, an Italian Pinot Grigio, is one of the newest brands. Other brands include: Marq Wines from Monterey County with sub-brands to "reinforce the regional essence of the appellation," including The Foraging Boars, The Mossed Grove, The Sculpted Stone and The Fatted Otter.

Other brands include: Arrow Creek and Jenica Peak, both from California, and Q, a Napa/Sonoma brand.

The company is also involved in private label spirits brands, owning **World Brews**, which develops private label and national brand beers.

During 2006, Winery Exchange/World Brews shipped over 2,000,000 cases of wine, beer and spirits to the United States and global markets.

The company is now launching a suite of its own brands for smaller retailers.

The company has seen major growth on the beer and spirits side of the business. The company was just named importer for the Bavaria brand, the number two Dutch beer in the world after Heineken. Winery Exchange is also behind Costco's **Kirkland Signature** vodka. **wbm**