



PACIFIC HIGHWAY

wines & spirits

NAPA VALLEY'S MERRYVALE FAMILY OF WINES SELECTS PACIFIC HIGHWAY WINES FOR EXCLUSIVE USA REPRESENTATION

Merryvale, Profile, Starmont and Forward Kidd wines join portfolio

March 25, 2019 Pacific Highway Wines today announces a partnership with Napa Valley's Merryvale Family of Wines. Effective May 1, 2019, Pacific Highway Wines is the exclusive sales and marketing agent for Merryvale Family of Wines in the U.S., commencing with fifteen skus across four brands.

"We are very pleased to have the opportunity to represent, and to grow, the Schlatter Family's Merryvale, Profile, Starmont and Forward Kidd wines in the U.S.", remarks Mark Giordano, President Pacific Highway Wines. *"With decades of history in the heart of the Napa Valley and the commitment of the Schlatter family behind it, the Merryvale Family of Wines represents a luxury portfolio of the highest quality Napa Valley wines."*

Established in 1983, Merryvale Family of Wines is dedicated to making top notch wines from the Napa Valley. Helmed by the Schlatter family for more than 20 years, Merryvale Family of Wines has established deep roots in the valley with ownership of two estate vineyards; the Profile Estate, a hillside vineyard overlooking St. Helena, and the historic Stanly Ranch Estate vineyard in Carneros. Since 1996, the Schlatter Family have been the sole proprietors of the portfolio which now encompasses four distinct wine brands, *Merryvale, Profile, Starmont, and Forward Kidd*, each with their own winemaking team, vineyard sourcing, wine style and personality.

René Schlatter, President & CEO of Merryvale Family of Wines, noted, *"We look forward to working closely with the team at Pacific Highway Wines to build and create new opportunities for our brands. As a family business, we are committed to growing in both DTC and wholesale channels. We want to build our brands the right way, engaging with trade and consumers at every level. Partnering with Pacific Highway Wines and their portfolio of brands puts us in a great position to be a part of a powerful group of brands in the marketplace."*

Pacific Highway Wines continues to go from strength to strength and remains dedicated to showcasing family brands with regional benchmark offerings, with increased representation of ultra-premium and luxury offerings. The company is in a dynamic state of growth, with an expanding imports and domestic portfolio along with new sales and marketing roles. On-premise sales were up 18% in 2018, with further growth forecast for fiscal year 2019. Overall company sales tracked at 11% growth in 2018 with strongest lift in the \$15 - \$19.99 range, followed by \$20 – 29.99 and Above \$50+.

For further information, images or samples, please contact

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Merryvale Family of Wines, Toni Hunt, Director of Marketing; Email: thunt@merryvale.com; Tel. 707-968-3416.

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About Pacific Highway Wines Pacific Highway Wines & Spirits is a fast-growing, specialized import, sales, and marketing agency headquartered in Greensboro, NC. Owned jointly by Australia's Oatley family and New Zealand's Giesen family, with sales and marketing partnership agreements with global vintner, A. Bulgheroni, the Martinez family from Spain, the Douglas Green Bellingham group from South Africa and most recently the Schlatter family from Napa Valley. The Pacific Highway portfolio is based on family-owned brands from coveted wine regions across the globe, with offerings from Argentina, Australia, Spain, France, New Zealand, South Africa, Uruguay, and domestic offerings from California and Oregon. www.pacific-hwy.com

About Merryvale Family of Wines Established in 1983, Merryvale Family of Wines is dedicated to making high quality wines from the Napa Valley. Helmed by the Schlatter family for more than 20 years, Merryvale Family of Wines has established deep roots in the Napa Valley with ownership of two estate vineyards; the Profile Estate, a 25-acre hillside vineyard overlooking St. Helena, and the 49-acre historic Stanly Ranch Estate vineyard in Carneros. Merryvale Vineyards became the flagship of the portfolio when Swiss businessman Jack Schlatter and his family became the sole owners of this historic property in 1996. In 2001, the Stanly Ranch Estate vineyard was planted in the southeastern most corner of the Carneros appellation and construction of the Starmont Winery was completed in 2006. A family owned and operated company, Merryvale Family of Wines is comprised of four distinct wine brands, each with their own winemaking team, vineyard sourcing, wine style and personality; Merryvale, Starmont, Profile Collection, Forward Kidd.

The Wineries & the Wines:

- **Profile Collection:** The most heralded wine in the portfolio is **Profile**, a proprietary red blend exclusively sourced from the Schlatter Family's Profile Estate Vineyard located in the eastern foothills overlooking St. Helena. This estate grown wine is the epitome of Napa power and finesse. **Silhouette** is the flagship white wine, crafted to the same exacting standards as **Profile**. Selecting only the best Chardonnay lots from top vineyards, this is a wine of utmost integrity, depth and grace. The Profile Collection wines represent the culmination of the Schlatter family's uncompromising commitment to quality — a legacy of excellence in crafting wines of complexity and balance that stand the test of time. For more information, please visit <http://www.profile-collection.com/>.
- **Merryvale Vineyards** is the quintessential St. Helena destination. Located in the heart of the Napa Valley, Merryvale Vineyards employs sustainable farming practices and superior standards in the vineyards and winery to ensure that the wines live up to their full potential. Merryvale's unparalleled Bordeaux-focused portfolio boasts complex, balanced and classic wines that are truly reflective of the region's terroir. For more information, please visit www.merryvale.com.
- **Starmont Winery and Vineyards** was opened in 2006 and produces wines from its state-of-the-art winery located on the historic Stanly Ranch Estate that are expressive and approachable on release. The portfolio includes Chardonnay and Pinot Noir from Carneros as well as Napa Valley appellation Cabernet Sauvignon and Sauvignon Blanc. Starmont Winery and Vineyards is a member of the Napa Sustainable Winegrowing Group, and the winery and estate vineyards have been certified through the Napa Green Program since 2007. For more information, please visit www.starmontwinery.com.
- A proprietary red blend, **Forward Kidd** showcases the great depth and character of the Napa Valley winegrowing region. Very limited in production, the fruit for Forward Kidd is carefully selected from small, family-owned vineyard sites throughout the valley. The winemaking style focuses on terroir with each site and varietal chosen to create the best balance and expression possible in the final wine. For more information, please visit www.forwardkidd.com.