

**FOR IMMEDIATE RELEASE**

**W.J. DEUTSCH & SONS BECOMES EXCLUSIVE SALES AND MARKETING AGENT FOR  
THREE VINTAGE WINE ESTATE BRANDS: GIRARD, SONOMA COAST VINEYARDS, AND WINDSOR  
SONOMA WINERY**

**White Plains, NY – January 27, 2011** – W.J. Deutsch & Sons, Ltd. (Deutsch), a leading wine importer and marketer of award-winning wines and spirits from around the world including [yellow tail], Georges Duboeuf, and Kunde Family Estate, announced today that it is now the exclusive sales and marketing agent for three brands from the Vintage Wine Estate portfolio: Girard Winery, Sonoma Coast Vineyards (SCV) and Windsor Sonoma Winery.

“We are thrilled to partner with W.J. Deutsch & Sons in the United States,” said Pat Roney, Vintner and President of Vintage Wine Estates. “They have an exceptional team in place and more importantly, a proven track record for building brands in the U.S. We’re confident that our wines are in the right hands.”

“Girard, SCV and Windsor Sonoma are ideal additions to our portfolio of award-winning producers from around the world,” said Peter Deutsch, CEO of W.J. Deutsch & Sons. “Our experience with premium California wines, particularly our success with the Kunde Family Estate brand, is a testament to our abilities and these excellent wine brands fill a gap in our portfolio and present a great opportunity for rapid growth for us and our distributor network.”

In line with Deutsch’s strategy of partnering with producers from important wine producing regions, the addition of Girard, SCV and Windsor Sonoma gives Deutsch a firm footprint in the North Coast of California, spanning both the Napa Valley and Sonoma County.

“The addition of these ultra-premium California brands to our portfolio further enhances our ability to meet the growing needs of wine lovers,” said Tom Steffanci, President of W.J. Deutsch & Sons. “California wines continue to expand the entire wine category, accounting for 71% of all U.S. wine sales and are growing at a rate of 5%\* and ultra-premium wines are growing even faster. The artisan brands from Vintage Wine Estate over-deliver on quality and offer value, which is a hallmark of the rest of the Deutsch portfolio.”

The new partnership brings a total of 15 new California SKUs to the Deutsch portfolio: Girard’s Artistry, Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Old Vine Zinfandel, Petite Sirah, and Cabernet Franc; Sonoma Coast Vineyards’ Pinot Noir, Chardonnay, and Sauvignon Blanc; and Windsor Sonoma’s Cabernet Sauvignon, Zinfandel, Chardonnay, Pinot Noir, and Sauvignon Blanc. All items will be distributed in the U.S. by Deutsch’s distributor network beginning February 1, 2011, with transitions occurring over the subsequent 45 days depending on the state.

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**About W. J. Deutsch:** W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch’s wines and spirits are sold to the trade with

\*Nielsen data 26 weeks,

well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards; Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original Moonshine (USA) and Villa Massa (Italy). [www.wjdeutsch.com](http://www.wjdeutsch.com).

### **About Girard Winery**

Founded in 1975, Girard is an artisan winery that embodies the characteristics of Napa Valley through high-quality, stylistically diverse wines that match grape varieties with the ideal terroir. Lead by winemakers, Marco DiGiulio (since 1999) and Zach Long (since 2005), Girard offers a complete range of varietals including Artistry, Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Old Vine Zinfandel, Petite Sirah, and Cabernet Franc from the appellations of Pritchard Hill Estate, Atlas Peak, Diamond Mountain, and Mt. Veeder. For more information visit: [www.girardwinery.com](http://www.girardwinery.com).

### **About SCV**

Sonoma Coast Vineyards produces handcrafted wines from the Extreme Sonoma Coast – a unique cold climate area west of the Russian River Valley and just five miles off the coast of the Pacific Ocean. Anthony Austin, winemaker at Sonoma Coast Vineyards since its first vintage in 2002, produces highly-acclaimed wines with intense flavor and complexity. For more information visit: [www.Sonomacoastvineyards.com](http://www.Sonomacoastvineyards.com).

### **About Windsor Sonoma Winery**

Windsor Sonoma wines are exclusively handcrafted from grapes cultivated on the Sonoma side of the Mayacamas Mountains. Winemakers Marco DiGiulio and Anthony Austin select the best grapes from the best terroir to produce the Windsor Sonoma wines. The portfolio includes Cabernet Sauvignon from the Alexander Valley, Zinfandel from Dry Creek Valley, and Chardonnay, Pinot Noir, and Sauvignon Blanc from the Russian River Valley. For more information visit: [www.windsorsonoma.com](http://www.windsorsonoma.com).