



## FOR IMMEDIATE RELEASE

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### **Mionetto USA Announce a Strategic Partnership with Vintage Point**

April 19, 2016 (White Plains, NY) – Mionetto USA, importer of one of the leading Prosecco brands in the US, proudly announces a partnership with Vintage Point, a Sonoma-based sales and marketing firm for ultra-premium and luxury wine brands, announced their agreement on a partnership to further develop the Mionetto USA portfolio in the US National Accounts-retail sales channel.

“We are thrilled to work with Vintage Point and believe they are truly the perfect partner for us. They have shown incredible success with brand development for Layer Cake Wine and Educated Guess, amongst others, especially in the retail sales channel. We are confident Vintage Point will help us to accelerate the growth of Mionetto in the national account retail sales channel by increasing volume and expanding the points of distribution,” said Enoe Ceola, Managing Director and CEO of Mionetto USA.

“The Prosecco category is currently one of the most vibrant wine categories in the US, and Mionetto has the fastest sales growth per point of distribution, among the top selling brands. Their success is attributed to their superior quality, innovation and rich heritage dating back to 1887. We are proud to partner with and represent one of the first Prosecco brands introduced to the US market and have Mionetto USA as our exclusive sparkling and Italian supplier,” said David Biggar, President of Vintage Point. “I’m very optimistic we can add to their success, especially in the Western markets where we see greater opportunity.”

Mionetto USA and Vintage Point have approximately 85% of the same national distributor networks with complementary trade relationships. The Mionetto USA team will continue to direct all facets of distributor management, while the Vintage Point team will assist in headquarter/buyer sales calls and with distributor execution of programs in the national account retail chain channel.

#### **About Mionetto**

Mionetto has been Italy’s foremost Prosecco producer for over 125 years with an established reputation for quality, tradition and innovation. The winery was founded in 1887 by Francesco Mionetto in the small village of Valdobbiadene, located just north of Venice, in the heart of the Prosecco region. Mionetto is one of the area’s oldest wine producers with long-established relationships with star growers, ensuring a consistent supply of quality grapes. As the only Prosecco producer who bottles-to-order, Mionetto ensures ultimate freshness and superior quality.

Mionetto has been named a ‘Hot Brand’ for the seventh consecutive year by *Impact* magazine and received the ‘Fast Track’ award for the sixth consecutive year by Beverage Information Group.

**About Mionetto USA**

Mionetto USA, the United States subsidiary of Henkell & Co. Gruppe, was founded in 1997. Mionetto USA began with the introduction of the Mionetto family's portfolio of fine sparkling wines to the United States, with the mission of establishing the Prosecco category. Mionetto USA has grown to become the importer for one of the leading Prosecco brands and ranks among the fastest growing premier wine importing companies in the United States.

MW Imports, a division of Mionetto USA, represents some of the most prestigious wine estates in the world. These producers are benchmarks within their respective regions and categories. The portfolio includes Henkell (Wiesbaden), Alfred Gratien (Champagne), Gratien & Meyer (Loire), Livio Felluga (Friuli), Castello di Monsanto (Tuscany), Schloss Johannisberg (Rheingau), Capezzana (Tuscany), Pertinace (Piedmont), Rocca Sveva (Veneto), ReMidas (Veneto), Cavas Hill (Penedès), 50° Riesling (Rheingau) and Esperto (Veneto).

**About Vintage Point**

Formed in March 2006, Vintage Point offers a full range of winery services, including a national sales and marketing team that specializes in channel management, placing luxury wines in the optimal retail and restaurant outlets. In addition to the Mionetto USA portfolio, Vintage Point's domestic and international clients include Educated Guess, Gary Farrell Winery, Popcorn Chardonnay, Concrete, Coup de Grace, Higher Ground, Mountain Door, Goose Ridge Vineyards, Moone-Tsai, Sip Moscato and Hidden Ridge, among others. Vintage Point Partners David Biggar, President, and Tom Peterson, Chief Operating Officer, emphasize that "Partners in Wine" signifies not only their own partnership, but the many partnerships they have formed with the luxury wine trade.