



## **The Winebow Group and Champagne Laurent-Perrier Expand Distribution Partnership From Four to 12 Markets Throughout the United States**

**Richmond, VA – May 15, 2017** – The Winebow Group, a national importer and distributor of fine wine and craft spirits, is pleased to announce that, beginning in July, the company will increase its distribution of Champagne Laurent-Perrier from four to 12 markets. Together, these 12 markets will constitute a significant part of the brand’s presence in the United States.

Laurent-Perrier is currently represented by The Winebow Group’s distribution houses in four markets: Quality Wine & Spirits in Georgia, Purple Feet Wines in Wisconsin, Winebow in New York, and The Country Vintner in Virginia. According to the agreement, The Winebow Group will distribute Laurent-Perrier in eight additional markets with The Henry Wine Group in California, Stacole Fine Wines in Florida, Vintage Wines in Illinois, Winebow in New Jersey and Pennsylvania, The Country Vintner in South Carolina, Noble Wines in Washington, and Grape Beginnings in Minnesota.

“We are thrilled to expand our partnership with Laurent-Perrier and are honored to represent such a prestigious House, dedicated solely to Champagne production,” said David Townsend, President and CEO of The Winebow Group. “The development of our relationship with this family-owned House coincides with The Winebow Group’s mission to represent top-notch properties across the globe that are driven by innovation and quality.”

“Laurent-Perrier is delighted to extend its partnership with The Winebow Group in major markets across the country. We share many core values and look forward to continued growth in the U.S. market with the support of The Winebow Group’s passionate team dedicated to fine wine,” said Michelle DeFeo, President of Laurent-Perrier U.S.

Founded in 1812, Laurent-Perrier is a leading Champagne House that is renowned for its blend of innovation and tradition in Champagne production. In the 1950s, Laurent-Perrier was among the first in the region to implement stainless steel fermentation tanks and in 1968, the House revived the non-vintage rosé Champagne category with the launch of the now iconic Cuvée Rosé. The winery’s introduction of their Ultra Brut in 1981 resurrected the non-dosage Champagne category.

Today, Laurent-Perrier consistently delivers an unwavering style of freshness, elegance, and finesse across its entire range. Mirroring The Winebow Group’s current distribution, the eight additional markets will carry the following: Brut NV, Demi-Sec, Ultra Brut, Cuvée Rosé, Grand Siècle, Brut Millésimé, and Alexandra Rosé.

### **About The Winebow Group**

The Winebow Group comprises national importer and distribution houses that offer comprehensive portfolios of fine wine and craft spirits from around the world. The company represents some of the most established, family-owned properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. With a focus on education and outstanding customer service, The Winebow Group’s distribution network reaches over 70 percent of the wine consumption in the U.S. and includes the states of California, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia, Washington, West Virginia, Wisconsin and Washington, D.C. This unprecedented reach and level of service make the company unique in the fine wine and craft spirits sector. For more information, please visit [TheWinebowGroup.com](http://TheWinebowGroup.com)