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Delicato Family Vineyards and Mercer Wine Estates Launch New Washington Wine Brand

Family-owned wine companies announce new Mercer Family Vineyards wines

NAPA, Calif. (July 31, 2018) – Delicato Family Vineyards and Mercer Wine Estates, announced today that on August 1, 2018 they will launch a collaborative new wine from Washington. The new brand, Mercer Family Vineyards, is a partnership between two respected fourth-generation family wine companies.

The Indelicato family planted their first vineyards in California after Gaspare Indelicato emigrated from Sicily to California, and under the continued family leadership it has grown into a top-ten wine company with well-known consumer-loved brands such as Gnarly Head, Bota Box, Noble Vines, and Black Stallion Estate Winery on Napa Valley’s Silverado Trail. The Mercer family settled in Washington’s Horse Heaven Hills as a farming family in 1886, they planted the first vineyard in the area in 1972. They released their first wine in 2005, and the portfolio has continued to garner high scores and respect from critics and the trade.

The first vintages of Mercer Family Vineyards, 2016-17, will include a Chardonnay, Cabernet Sauvignon, Red Blend, and a Reserve Cabernet Sauvignon available nationally and rolling out August 1, 2018. In addition, Sauvignon Blanc, Merlot, Malbec and Reserve Red Blend will be launched in the Pacific Northwest.

The Washington State wine industry is experiencing phenomenal growth of 40% in the Ultra-Premium segment (\$15.00-19.99) where Mercer Family Vineyards is positioned. The Washington State Industry has also grown to nearly \$5 billion and ranks second nationally for premium wine production creating a significant growth opportunity for this new brand.

“Washington is an important wine growing region as we continue to expand beyond California,” commented Chris Indelicato, president and CEO, Delicato Family Vineyards, “Last year we added luxury agency and import brands from Oregon, Chile and South Africa, and these wines are the perfect complement to the portfolio.”

Rob Mercer, president of Mercer Wine Estates, noted “Mercer’s esteemed vineyards in Washington’s premier wine growing region and Delicato’s robust experience in sales and marketing – combined with the extensive winemaking experience of both families, is the perfect blend for rapid growth in the U.S. market.” Will Mercer, general manager of Mercer Wine Estates, added, “The wines truly represent the sense of place that Washington – and particularly Horse Heaven Hills – are known for. The climate and terroir creates well-balanced elegant wines with natural acidity, soft velvety tannins, and bright character.”

About Delicato Family Vineyards

Delicato Family Vineyards is a fourth generation family-owned company founded in 1924. One of the fastest growing top-ten wine companies, Delicato produces a unique range of California wines including Bota Box, Gnarly Head, Noble Vines, Black Stallion Estate Winery, Z. Alexander Brown, Diora, Brazil, Irony, and Earth Wise, and is the importer for Santa Rita wines from Chile. Delicato’s portfolio also includes the V2 luxury wines from top wine growing regions such as Napa’s Merryvale and Starmont Wineries, Sonoma’s Toad Hollow Vineyards, Paso Robles’ Donati Family Vineyards, Oregon’s Wine by Joe, Provence’s Coeur Clementine, and Torbreck Vintners of the Barossa Valley. For more information, visit www.delicato.com and v2winegroup.com.



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