



THE WINEBOW GROUP ACQUIRES PURPLE FEET WINES, EXPANDING DISTRIBUTION NETWORK INTO WISCONSIN

RICHMOND, VA—February 10, 2015—The Winebow Group, a national importer and distributor of fine wine and craft spirits, announced today the acquisition of Purple Feet Wines of Pewaukee, Wisconsin. The companies will combine their efforts in Wisconsin and operate as Purple Feet Wines, a member of The Winebow Group.

The Winebow Group was founded in 2014 with the merger of two companies that each date from 1980 with a focus on quality, education and customer service: The Vintner Group and Winebow. With the addition of Wisconsin, The Winebow Group increases its distribution network to 16 states, including Connecticut, Delaware, Florida, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia, West Virginia and Washington D.C.

“It is with great pleasure that I welcome Purple Feet Wines to our family,” said David Townsend, President and CEO of The Winebow Group. “Mark Bausch and Christopher Weyland, who founded Purple Feet Wines in 1997, have built one of the most successful distribution houses in the state. Their dedication to fine wine culture and the highest standards of customer service is in perfect alignment with our vision. We are thrilled to increase our presence in the Midwest and look forward to working with the impressive team at Purple Feet Wines to expand their operations in the Wisconsin market.”

“We congratulate The Winebow Group on the acquisition of our company,” said Bausch. “Christopher and I have had the supreme pleasure to have worked side-by-side with our talented and dedicated sales representatives, managers, and support staff. We will forever miss the special relationships we have built with these folks, our incredible supplier partners, and our supportive retail partners over the past 17 plus years.

“As a subsidiary of The Winebow Group,” continued Bausch, “Purple Feet Wines and its staff will benefit from an expanded offering of exciting brands and portfolios of highly respected wines and spirits, and increased levels of service and coverage. Indeed, the future continues to be very bright for Purple Feet Wines, and for that, we are very comfortable and proud to be passing on our life’s work to the highly respected organization.”

Joe Siler will oversee Purple Feet Wines as Senior Vice President of The Winebow Group’s Midwest region. Melanie Denhart will assume the role as Vice President, General Manager Purple Feet Wines, and Andy Rothbaum will manage the portfolio as Director of Brand Management for the Midwest region.

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 nearly half of the wine consumption in the U.S. and includes the states of Connecticut, Delaware, Florida, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia, 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.

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