



**SONOMA, Calif, August 2, 2017** -- V2 Wine Group of Sonoma, California and Mercer Wine Estates of Prosser, WA are proud to announce a sales and marketing agreement between the two companies effective August 1, 2017. Under the terms of the arrangement V2 Wine Group will provide sales and marketing services and manage the distribution network of Mercer throughout the United States and Canada. The winery first planted grapes in 1972 in Washington State's Horse Heaven Hills AVA. Brothers Robert and Willis Mercer, fourth generation farmers, operate Mercer, they produce terroir driven, handcrafted wines.

"One of our strategic imperatives was to add a world-class Washington state Winery to our super-premium portfolio and that is exactly what we are getting with Mercer", stated Dan Leese, President of V2 Wine Group.

The new V2 and Delicato Family Vineyard's partnership, which began in March 2017, will showcase their collective organizational strengths utilizing the new combined Chain Retail structure to help Mercer strengthen its position in that important channel. All other channels will be managed exclusively by V2.

"I am excited to begin our relationship with V2 Wine Group and Delicato Family Vineyards", said Rob Mercer, President and CEO of Mercer Family Estates. "Working with a company owned by families, that combines V2's expertise in the super-premium category and Delicato's significance as one of the top ten leaders in the wine industry, brings exciting new opportunities for us to continue to build and promote the excellent quality of Washington State and the Mercer Family Vineyards brand."

"We are very fortunate to have such great vineyard and winemaking teams, they have continued to produce high quality wines over the years", added Will Mercer, General Manager of Mercer Family Estates. "The Mercer Team has done a wonderful job and with this new relationship we are primed for continued growth in this difficult market space."

With the addition of Mercer, V2 rounds out its Pacific Northwest portfolio strategy. The company has focused growth in the super-premium and luxury categories. V2 Wine Group services all classes of trade and specializes primarily in wines priced from \$15 - \$80 per bottle.

“We are excited to partner with this family and work with Rob, Will and their team”, said Katy Leese, General Manager of V2 Wine Group. “The beauty of their vineyards and wines they produce are a testament to their farming practices and high standards.”

The Mercer Family has been actively managing property in the Horse Heaven Hills of Washington State since 1886. They were the first to plant vinifera grapes on their family farm in 1972, now farming 3,000 acres of vineyards. In 2005, Mercer Estates was founded and includes three tiers of estate wines plus a single label dedicated to charity: Mercer Estates, Mercer Estates Reserve, Mercer Canyon and Eagle & Plow. The Estate is lead by Rob Mercer, President and CEO and Will Mercer, General Manager.

V2 is a wine producer and provides sales and marketing services to a limited group of family owned wineries. With a wine portfolio that includes Bouchaine Vineyards, Coeur Clementine, Dobbles Family Estate, Donati Family Vineyards, Dry Creek Vineyard, La Follette Wines, Lucinda & Millie Wines, Merryvale Family of Wines, Morandé, Quivira Vineyards, Starmont Winery, Steelhead Vineyards, Toad Hollow Vineyards, Torbreck Vintners, Wine By Joe and Vindicated Wines. V2 is dedicated to building strong, innovative wine brands in the North American marketplace. Founded in 2010, the company is a partnership between wine industry veterans Dan and Katy Leese and Delicato Family Vineyards.

#### **CONTACTS:**

##### **V2 Wine Group**

Katy Leese, General Manager, 707-938-7624 x 16

[kleese@v2winegroup.com](mailto:kleese@v2winegroup.com)

or

##### **Mercer Wine Estates**

Will Mercer, General Manager, 509-786-2097 ext 104

[willm@mercerestates.com](mailto:willm@mercerestates.com)