



COMPANY PROFILE

OUR MISSION

We take pride making wine, beer and spirits people love – so our customers win.

WHAT WE DO

WX develops exclusive brands of wine, beer and spirits for retailers around the world, and offers our own unique portfolio of proprietary wine brands that are sold globally. Products are sourced from 17 countries and sold in 12 countries resulting in over 6 million cases sold worldwide.

EXCLUSIVE BRANDS

WX develops exclusive brands of wine, beer and spirits for retailers around the world. We work with our clients to understand their business and identify opportunities to help them achieve their strategic and financial objectives; collaboratively create successful, quality products their consumers love; and leverage our global sourcing, operations, distribution and sales infrastructure to execute flawlessly in the market.

Our clients include: Kroger, Whole Foods, Tesco, Total Wine & More, Rite-Aid, Cost Plus World Market, Aldi, Safeway/Albertsons, Sainsbury, CVS, and Trader Joe's.

NATIONAL BRANDS

WX has a portfolio of proprietary brands that are sold across the U.S. and in select countries around the world. Our proprietary wine brands include Bread & Butter Wines, Chronic Cellars, Jamieson Ranch Vineyards portfolio of wines, Our Daily Wines, Jelly Jar and Echelon.

CONTRACT PRODUCTION SERVICES

Working closely and collaboratively with our third-party partners, WX provides custom product development and complete procurement and production services. WX provides skillful guidance in identifying, assessing and recommending opportunities for product development, as well as offering expertise in design and quality packaging at competitive costs. We work closely with our third-party partners in sourcing and blending wines to meet our partners' exacting standards, then manage the entire procurement and production processes.

MANAGEMENT TEAM

Peter Byck, *CEO & President*

Oliver Colvin, *Chief Operating Officer*

Michael Lukan, *Chief Financial Officer*

Natasha Hayes, *VP Marketing & DTC*

Bill Narlock, *Chief Information Officer*

Shawn Schiffer, *SVP Global Sales*



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WXBRANDS.COM



COMPANY HISTORY

- OCT 1999 > Winery Exchange **founded**
- OCT 2002 > Launched **first multi-country wine brand** for U.K.
- NOV 2004 > Launched first **exclusive spirits** brand
- JUN 2006 > Launched first **domestic craft beer** brand
- NOV 2006 > Launched Ogio Italian wine brand, which became the **#1 selling Pinot Grigio** in the U.K.
- AUG 2007 > Named one of **“Top 100 Fastest Growing Businesses”** by *Entrepreneur Magazine*
- FEB 2008 > Recognized as one of the **“Top 30 U.S. Wine Companies”** by *Wine Business Monthly*
- APR 2010 > Awarded **“Outstanding Supplier of the Year”** for 2nd year in a row by Kroger Co.
- FEB 2011 > Launched **National Brand Division**
- MAR 2011 > Expanded international presence by opening a **dedicated office in London, England**
- JUL 2012 > Named **“Gold Medal Winner”** in Beverage Alcohol category by *Private Label Buyer* magazine
- JAN 2013 > Acquired **Our Daily Red and Orleans Hill**, our first certified organic wine brands
- MAY 2013 > Received **“Outstanding Wine Supplier”** award by Whole Foods Market
- APR 2014 > Acquired **Chronic Cellars** in Paso Robles, CA
- APR 2014 > Opened **WX Bottling line** in Napa, CA
- MAR 2016 > Company renamed **WX**
- MAR 2017 > Acquired **Bread & Butter** wine brand
- MAR 2017 > Acquired **Jamieson Ranch Vineyards** in Napa, CA and their portfolio of wine brands:
Double Lariat, Reata, Light Horse and Whiplash

CORPORATE OFFICES

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