



Winebow Imports Expands Its Domestic Offering, Welcoming Pioneering Paso Robles Producer Ancient Peaks to its Portfolio

Richmond, VA – January 16, 2024 – Winebow Imports is proud to announce the addition of Ancient Peaks, a family-owned winery in southern Paso Robles, to the Pioneer division, effective February 1, 2024.

Ancient Peaks and Margarita Vineyard are owned by three longtime local winegrowing and ranching families, specializing in estate-grown wines: the Filipponis, Rossis and Wittstroms.

Margarita Vineyard is the only vineyard connected with a wine brand in the Santa Margarita Ranch American Viticultural Area, a sub-AVA of Paso Robles established in 2014. The AVA is unique in that it has the coolest microclimate of the 11 AVAs within Paso Robles. Located just 14 miles from the Pacific Ocean, it has diverse soil types and is the only district in Paso Robles not to border another sub-AVA.

The Margarita Vineyard has earned SIP (*Sustainability in Practice*) Certification, a leading standard for viticultural sustainability, in recognition of the vineyard's numerous sustainable viticultural practices. The vineyard spans almost 1,000 acres planted to Cabernet Sauvignon, Merlot, Zinfandel, Syrah, Sauvignon Blanc and other varietals.

"Ancient Peaks has been a longtime Winebow distribution partner, and we're delighted to be expanding our business on a national level," said Ian Downey, Executive Vice President, Winebow Imports. "We have tremendous respect for these families, and for the brand. They're incredibly proud stewards of their land and produce wonderfully distinctive wines. Ancient Peaks has such a rich history and sense of place."

"We are proud to become the first California family winery represented by Winebow Imports nationally," said Ancient Peaks co-owner Karl Wittstrom. "We began working with Winebow back in 2008 and they have been instrumental to our success. This is an exciting new chapter in the growth and future of Ancient Peaks."

Mike Sinor, who has been with the winery since its very first vintage, crafts the wines along with winemaker Stewart Cameron.

Winebow Imports will carry the following core SKUs from Ancient Peaks:

Ancient Peaks Cabernet Sauvignon, SRP: \$25
Ancient Peaks Chardonnay, SRP: \$20
Ancient Peaks Merlot, SRP: \$22
Ancient Peaks Renegade, SRP: \$26
Ancient Peaks Sauvignon Blanc, SRP: \$18

Ancient Peaks Zinfandel, SRP: \$22
Ancient Peaks Oyster Ridge, SRP: \$60
Ancient Peaks Pearl Cabernet Sauvignon, SRP: \$72
Ancient Peaks Quarry Cabernet Sauvignon – On Premise Only
One Stone Cabernet Sauvignon, SRP: \$20
One Stone Rose, SRP: \$18

###

About Winebow Imports

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. As a national importer, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence comprising the Heritage and Pioneer wine portfolios. The Pioneer Portfolio is dedicated to the fine wine stewardship of pioneering families and iconic brands from the key growing regions in the Southern Hemisphere and innovative and emerging areas from the United States. For more information, please visit www.winebow.com/imports