



Broadbent Selections Expands Partnership with Winebow

FOR IMMEDIATE RELEASE

Richmond, VA – February 29, 2024 – Leading global wine importer Broadbent Selections is pleased to announce a strategic shift in distributor partners in the Midwest. Effective March 1, 2024, Broadbent will be partnering with Winebow for distribution in Illinois, Wisconsin, and Minnesota, expanding their collaboration to a total of 16 states.

This decision underscores Broadbent Selections' strategy to broaden its national platform. By moving their Midwest distribution to Winebow, Broadbent Selections aims to create stronger operational efficiencies for their entire business, and better serve its growing portfolio of national accounts.

"We are excited about this expansion, and to deepen our partnership with Winebow," said Bartholomew Broadbent, CEO of Broadbent Selections. "As our business grows, aligning with a distributor who can efficiently support our entire portfolio is crucial. Additionally, Winebow's commitment to personal relationships, knowledge, and outstanding service makes them an ideal partner for us."

"Broadbent Selections is a beautifully curated portfolio known for having high quality gems that appeal to those who really know and appreciate wine. Their wineries build on our strengths in the traditional and ever-popular regions of France, Spain, Portugal, and Italy while bringing some exciting new and diverse offerings from countries including South Africa and Lebanon," said Dean Ferrell, President & Chief Executive Officer, Winebow.

One of Broadbent Selections' guiding principles is to work with family-owned wineries with long-standing winemaking traditions, community values and regional history. In recent years, Broadbent has been focused on deepening their partnerships in Europe and have added Burgundy and Rhône suppliers to their offerings.

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ABOUT US

At Broadbent Selections, we believe in taking people on a wine journey that transcends borders and captivates the senses, fostering a deep appreciation for the artistry and heritage within each bottle.

We are delighted to present an exquisitely curated assortment of wines sourced from diverse corners of the globe, each embodying profound histories and venerable traditions. Established upon the enduring principles of integrity, service, partnership, and respect, our foundation is a testament to the profound values we hold dear.

Our accomplished team, comprised of highly skilled and passionate professionals, is devoted to imparting the captivating narratives, philosophies, and exceptional bottlings emanating from the family-owned wineries we wholeheartedly champion.

Winebow is a national importer and distributor, offering a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow Wholesale's national distribution platform comprises 18 markets, covering 60 percent of the wine consumption in the U.S. Winebow Imports services all U.S. States and Territories, representing over 130 estates from Europe (Heritage Portfolio), as well as the Southern Hemisphere and emerging domestic areas (Pioneer Portfolio). Winebow Imports balances its impressive growth with a culture of specialization and excellence. For more information, please visit <https://www.winebow.com>.