



FOR IMMEDIATE RELEASE

Charbay Distillery Announces New California Distribution With Winebow Starting August 1

Northern California-based distillery and U.S. importer of Tequila Tapatío strengthens statewide presence with longtime partner Winebow

UKIAH, CA (July 23, 2025) — Charbay Distillery—based in the heart of Northern California and U.S. importer of Tequila Tapatío—is proud to announce a new distribution partnership with Winebow in California, beginning August 1, 2025. While Charbay and Winebow have worked together for over a decade in New York, New Jersey, and Connecticut, this marks their first collaboration in Charbay’s home state.

This transition follows changes in the California market and Charbay’s departure from former distributor RNDC. But the tone is anything but uncertain—Charbay is doubling down on California with trusted hands at the helm.

“We wouldn’t be where we are without the incredible work during our years with RNDC (formerly Young’s Market),” said Jenni Karakasevic at Charbay. “From 2017 to 2024, our California business grew over 40%, thanks to their support, our small-but-mighty team, and the amazing folks who chose to carry and pour our spirits. Huge credit to Johnny Marrs for taking the North Bay under his wing and building an incredible network. The relationships we’ve built across bars, shops, resorts and communities mean the world to us. Now, with Winebow joining the team, we’re building on that momentum with fresh energy and focus.” Winebow, known for its curated portfolio and high-touch sales approach, will help deepen Charbay’s connection with California’s restaurants, retailers, and spirits community. Their focused spirits team brings the expertise and enthusiasm that craft brands need to thrive in a competitive landscape.

“This is the best-case scenario,” added Marko Karakasevic. “Winebow’s spirits team knows how to build brands with purpose. They’ve been champions of our story for over a decade on the East Coast, and now they’re bringing that same energy to California. They’re focused, passionate, and we couldn’t be more excited.”

In addition to producing world-class craft spirits, Charbay proudly serves as the exclusive U.S. importer of Tequila Tapatío—a cult-favorite tequila beloved throughout California for its traditional methods, rich flavor, and enduring legacy in Mexico.

“Winebow is thrilled to expand our wholesale relationship with Charbay Distillery in their home market and a key market for Tequila Tapatío,” said Monique Huston, Vice President, Wholesale Spirits, Portfolio at Winebow. “Our team of sales professionals is excited to round out the California portfolio, adding iconic vodka, whiskey, and RTDs—and further support the trend of sipping stellar agave from blue chip tequila partners.”

Importantly, pricing will not change during this transition.

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About Charbay Distillery

Founded in Northern California’s wine country, Charbay is a family-owned distillery known for pushing the boundaries of craft spirits—and for importing exceptional brands like Tequila Tapatío. From whiskey to vodka to one-of-a-kind seasonal releases, Charbay fuses time-honored techniques with fearless creativity. Learn more at charbay.com.

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