

Bronco Wine acquires assets of Wine Hooligans

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Bronco Wine Co., a leading force in the U.S. wine industry announced the acquisition of key assets of Wine Hooligans at auction. Bronco Wine Co., which has been the majority shareholder in Wine Hooligans since 2023, will now fully control several notable brands, including Portlandia, Shortbread, Broadside, and award-winning alcohol-removed brand Sea Monster, as well as Wine Hooligans' and BevZero production facilities in Santa Rosa, California. Most Wine Hooligans employees will continue to support the operations of these brands as Bronco employees.

"With this acquisition, we are excited to continue the legacy of Wine Hooligans and further integrate these exceptional brands and team members into Bronco Wine Co.," said Dominic Engels, President and Chief Executive Officer of Bronco Wine Co. "Our partnership over the last two years with Wine Hooligans has allowed us to witness firsthand the innovation and dedication that have defined these brands, and we are committed to maintaining their quality and distinctiveness as we move forward."

The acquisition includes Wine Hooligans' Santa Rosa production facilities, which have been instrumental in the company's winemaking operations. These facilities will continue to play a key role in Bronco Wine Co.'s commitment to producing high-

quality California wines while expanding its capabilities in the premium wine segment.

"As the co-founder of Portlandia Wines, I am proud of what we have built and pleased to see Bronco Wine Co. continue the brand's journey," said Damian Davis, co-founder of Portlandia Wines. "Their commitment to quality and accessibility aligns perfectly with what we set out to achieve, and I am confident that Portlandia will continue to thrive under their stewardship."