



FOR IMMEDIATE RELEASE

Trinchero Family Estates Partners with Columbia Distributing In Oregon and Washington States

KENT, Washington – June 14, 2023 – [Columbia Distributing](#), the largest Total Beverage distributor in the Pacific Northwest, announced today that it has been selected by [Trinchero Family Estates](#) (TFE) for distribution of its over 50 acclaimed wine and spirits brands throughout Oregon and Washington. The partnership agreement goes into effect July 1, 2023.

Beginning with one brand more than 75 years ago, Napa Valley-based TFE has grown into the second largest, family-owned winery in the country. President and CEO Bob Torkelson commented, "Building and maintaining our customer relationships has been critical to our success thus far. We look forward to building the next generation of growth for our company and our brands and doing so in partnership with Columbia Distributing."

Columbia's CEO Chris Steffanci agrees with Torkelson's desired emphasis on customer relationships. "This business is about people and brands, and the art of creating lasting relationships between the two. Our priority is to showcase TFE's strong and diverse portfolio to a much broader customer and consumer base in the PacNW. This is a very exciting partnership, and we are truly honored to have this opportunity to continue to build on our Total Beverage strategy."

This transition comes after a rigorous evaluation of TFE's national structure and distribution agreements throughout the US. Maximizing TFE's route to market has been an important strategic initiative for the organization. Dave Derby, SVP and Chief Commercial Officer commented, "As the category and the industry continues to evolve, developing partnerships with the right wholesalers in the right markets is critical. We believe that Columbia's strong regional account relationships and their portfolio make them the right partner for us in the Pacific Northwest."

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About Columbia Distributing

Since 1935, Columbia Distributing has helped build some of the best-known brands in the beverage business. Today Columbia Distributing and its 2,800 teammates service over 24,000 retail customers covering more than 135,000 square miles in Oregon and Washington. We operate eight warehouses in Washington, located in the cities of Kent, Everett, Poulsbo, Tumwater, Spokane, Kennewick, Yakima and Vancouver. Oregon is composed of seven warehouses, located in the cities of Canby, Springfield, Medford, Bend, Pendleton, La Grande and Ontario. Columbia's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs. This is achieved by providing ongoing, sustainable opportunities and growth for its teammates, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, including employment opportunities, please visit www.coldist.com.

About Trinchero Family Estates Wine & Spirits

The second-largest family-owned winery, Trinchero Family Estates (TFE) comprises more than 50 award-winning wine and spirits brands distributed in nearly 50 countries around the globe. Founded in 1948—when Italian immigrant Mario Trinchero brought his young family from New York City to Napa Valley and purchased an abandoned Prohibition-era winery called Sutter Home in St. Helena—Trinchero Family Estates has been an innovator for 75 years. Today, Trinchero Family Estates remains deeply rooted in Napa Valley, encompassing a broad portfolio of global offerings, including flagship brands Sutter Home Family Vineyards, M n ge   Trois and SEAGLASS Wine Company; luxury brands Trinchero Napa Valley, Napa Cellars and Neyers Vineyards; partner brands Joel Gott Wines, Charles & Charles and Bieler P re et Fils; import brands San Polo, Famiglia Cotarella, Ceretto, Tenuta Regaleali, Angove Family Winemakers, Avissi Prosecco, Echo Bay, Finca Allende and Terras Gauda; and spirits and specialty beverage brands Hanson of Sonoma Organic Vodka, Tres Agaves Organic Tequila, Tres Agaves Organic Cocktail Mixers, Amador Whiskey and Trinchero Vermouth. Learn more at www.tfewines.com.