



FOR IMMEDIATE RELEASE

GALLO Selects Columbia Distributing to Expand Montucky Cold Snacks in Washington

KENT, Washington – August 12, 2024 – Columbia Distributing announced today that it has entered into a distributorship agreement with GALLO, a leading supplier of wine, spirits and RTDs, to distribute Montucky Cold Snacks throughout the state of Washington. Montucky was established in 2012 by Montanans Chad Zeitner and Jeremy Gregory, who aimed to create a refreshing and fun alternative to premium domestic beer brands.

Two months ago, GALLO made a strategic investment in the Montucky brand, and this move to Columbia - the region's largest total beverage distributor – aims to expand the brand's reach and build on its reputation as one of the most ascendent light lagers in recent years. Montucky has grown from 130,000 cases to nearly one million cases over the past five years.

Columbia Distributing President and CEO, Chris Steffanci, is thrilled about the opportunity and draws confidence from the natural connection between the two companies. "Foundationally we're alike. Montucky was founded on fun and community. That's our day-to-day here at Columbia – we have fun teams, great brands and are always finding ways to positively impact our communities. Additionally, we're proud that GALLO has trust in our Total Beverage Platform built to grow brand awareness and reach new consumers. We're excited to get to work."

"GALLO believes core lager is a big category with room for fresh and innovative propositions. This is where teaming with a prominent Washington distributor like Columbia will set us on a path for success," said Tom Gorman, Vice President-Distributor Management at GALLO. "We are thrilled to expand our malt distribution network as we introduce even more consumers to Montucky Cold Snacks."

Montucky's American Style 'Cold Snack' is a light, sessionable lager, designed to be crisp, clean, and refreshing. Popular among outdoor enthusiasts and lovers of fun anywhere and everywhere, Montucky has an ABV of 4.1%, 102 calories, and 4.95 grams of carbohydrates per 12 oz can.

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About GALLO

Founded in 1933 by brothers Ernest and Julio Gallo, GALLO is a family-owned company and global leader in wine, spirits and RTDs. With a goal of serving joy in moments that matter, GALLO is deeply committed to providing the highest quality products for every occasion. GALLO's entire portfolio is featured here: <https://www.gallo.com/portfolio/>

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.

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