

FOR IMMEDIATE RELEASE

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Terravant Wine Company Changes Name to Summerland Wine Brands

Santa Barbara County, CA—Effective immediately, Terravant Wine Company will become Summerland Wine Brands. With the recent infusion of \$40 million in re-capitalization funds from Raven Capital Management, along with changes to its senior management team and the addition of a Napa, California office, Summerland Wine Brands is continuing maximize its position in the national marketplace with successful, crowd-pleasing brands like Summerland, King Chancho, Insomnia and Flavor Bomb.

“The transformation to Summerland Wine Brands is the next directive in the company’s focus on growth,” said CEO Paul Griswold. “Summerland Wine Brands’ evokes a fresh perspective and an unwavering optimism in the excellence of our California-crafted national brands.”

Summerland Wine Brands will build on its Central Coast initiatives while developing its reach into other wine regions throughout California. This amplified vision, paired with the ingenuity of its Napa-based creative development team, the expansion of its national sales force and enhanced support of its winemaking team, will bolster the quality, visibility and distribution of its national brand portfolio.

“Our Buellton and Napa teams, along with our national sales force, are committed to growing our diverse portfolio of wines,” said Chief Sales Officer Mike Jackson. “In addition, Summerland Wine Brands is continuing to invest in the success sales, marketing and winemaking, to recruit the right candidates to fill key positions and to offer unforgettable experiences at our Summerland tasting room in Summerland, California.”

“These plans are in alignment with our efforts to also deepen our relationships with our distributor partners and chain customers across the country, with the unwavering goal of providing quality wines that deliver above their price point,” Jackson continued.

Summerland Wine Brands’ Santa Barbara County-based winery combines the latest in state-of-the-art technological advances with thoughtful, hands-on winemaking practices. Summerland’s evolving portfolio of national brands, including Summerland, King Chancho, Insomnia and Flavor Bomb, is bolstered by its prolific private label and custom-crush enterprises. Highly nimble and exceptionally innovative, Summerland Wine Brands is committed to offering California-crafted wines at approachable price points.

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