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QUINTESSENTIAL TO IMPORT GEORGES DUBŒUF

-- One of World's Best-Known Wine Brands Moves In A New Direction --

Napa, CA – For more than four centuries, the Dubœuf family has been producing wine. Georges Dubœuf founded his own company in 1964 -- selecting, bottling and selling fine French wines from the Beaujolais and Mâconnais regions of Burgundy and, in the process, became world-famous.

In an effort to continue to grow and expand their business in the United States, Les Vins Georges Dubœuf has entered into an agreement with fine wine import, marketing and sales company Quintessential to exclusively represent the Georges Dubœuf-branded wines.

According to Georges Dubœuf, who started to ship his wines in 1981, “In looking to the future, we feel this is the right time to make changes in order to re-introduce our Villages, Cru, Domaine and Chateau wines to the trade and to consumers that we believe will greatly appreciate them.”

Georges and Franck are entrusting their beloved family enterprise, which was recognized by Drinks International as one of the “Ten Most Admired Wine Brands” in the world, to

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another family owned-and-operated company. Based in Napa, California, Quintessential has found great success navigating both traditional and new sales and marketing avenues for its roster of family-owned producers from all over the world. Over the past few years, a number of the labels Quintessential represents have appeared regularly on various wine trade publications' "hot wines" lists that chart sustained sales growth, and are "on the rise" in Nielsen and other wine sales trackers. It is this energy and 'creative thinking' that has attracted the father and son currently overseeing Les Vins Georges Dubœuf.

Dennis Kreps, who owns Quintessential with his father Stephen D. Kreps, says "Les Vins Georges Dubœuf is a very welcome addition to our portfolio of family owned-and-operated wineries. The timing couldn't be better for the well-priced Dubœuf 'Flower Label' series or for the wines Dubœuf proudly represents from some of the finest Beaujolais Domaines and Chateau properties."

He is confident that "they are waiting to be 'discovered' by younger wine consumers, some of who may not recognize the Dubœuf name but will greatly appreciate their history and heritage, be eager for the stories the growers and winemakers with Dubœuf have to tell, and enjoy the fresh, fruit-forward style of their high-quality wines."

Beginning January 1, 2016, Quintessential will import Le Vins Georges Dubœuf's Cru-Beaujolais, Domaine and Chateau wines from such prestigious growing areas as Morgon, Moulin-A-Vent, Fleurie, Julienas, Brouilly, and PouillyFuisse, among others, as well as the

value-priced Beaujolais-Villages, Macon-Villages and Beaujolais Nouveau wines, with suggested retail prices between \$10 and \$40.

For additional information, go to Quintessential at www.quintessentialwines.com or call (707) 226-8300.

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Founded in 2002 by father and son, Stephen D. and Dennis Kreps, Quintessential is a family owned-and-operated import, marketing and sales company headquartered in Napa, CA. It is dedicated exclusively to representing multi-generational, family owned-and-operated producers who have the same passion for winemaking as Quintessential has in strategically marketing and selling their wines. These producers, from most of the top wine regions around the world, create wines that offer the best, most authentic expression of the grapes from their respective vineyards.

Quintessential's roster of "top-quality" family producers include Bodega Valentin Bianchi, New Age, Senusal and LTU from Argentina; Henry's Drive, Pillar Box, Shirvington, Paringa, 3 Rings, Kay Brothers and Frankland Estate from Australia; California's Ironstone Vineyards, Eponymous and Two Angels; Brazil's Bodegas Perini and Macaw wines; the Chilean wines of Matetic Vineyards, Vina Koyle and Terrapura; Gustave Lorentz, Chateau Ferry-Lacombe, Cachette and Esprit du Rhone from France; the Karolyi Estate wines from Hungary; Villa Huesgen rieslings from Germany; Italy's La Mannella, Attilio Ghisolfi, Paolo Manzone, Luca Bosio, Bel Colle, Ascevi Luwa, Vino dei Fratelli and Villa de Varda Grappas and Fruit Liqueurs; the Portuguese wines of Quinta do Vallado and Casa de Vila Nova; Spain's Bodegas Muriel, Vina Eguia, Conde de los Andes, Marquis de Elciego, Real Compania, Paz Cilliero, Bodegas Farina, Bodegas Navarro Lopez, Figuero and Vallformosa Cavas, and South Africa's Simonsig Estate.