

# SJB

FAMILLES DE VINS RARES

# PONZI

VINEYARDS

Est. 1970

## **The Bollinger Family to Acquire Ponzi Vineyards**

*Family to expand internationally with prominent winery in Oregon, making its first acquisition outside of France*

**Aÿ, FRANCE**, April 7, 2021 – The Bollinger family, owners of iconic Champagne Bollinger in addition to four other historic estates in France, announce the upcoming acquisition of their first winery in the United States, with the purchase of Oregon’s famed Ponzi Vineyards. The transaction will unite the Bollinger family with the Ponzi family, building on the legacy the Ponzis have established as one of Oregon’s original wineries, leading the success and growth of the region’s Pinot Noir over the last 50 years.

Bollinger family holding group Chairman & CEO Etienne Bizot comments, *“The United States is such an important market for luxury Champagne, Burgundy, Sancerre, Cognac, and other regions in which our family owns wineries. If there was anywhere outside of France where we felt it was critical to invest, it is in the U.S. We have quietly considered opportunities for a number of years, but it is finally with the Ponzi family that we feel we have found the ideal fit. Their bold vision to come to Oregon, the subsequent decades of recognition for continually innovating and improving – we have so much respect for what the Ponzis have achieved, and look forward to building on it together, and connecting all our brands more closely with the U.S. market.”*

*“We have dedicated our lives to demonstrating Oregon’s Willamette Valley as one of the greatest places on the planet for producing cool climate, high quality Pinot Noir and Chardonnay,”* remarks Luisa Ponzi, the winery’s recognized leading winemaker who trained in Burgundy. *“This transaction makes sense for our respective families because of our well aligned values and shared commitment to producing wines of the very highest quality.”*

*“It gives us immense satisfaction to have the opportunity to pass our legacy winery on to the Bollinger family, who will continue to elevate the brand on a global scale,”* Winery President Anna Maria Ponzi shares. *“This is the natural next step for our brand and winery.”*

The purchase includes the winery and hospitality facilities 40 minutes from Portland, Oregon in addition to 35 acres of vineyard land in the newly established Laurelwood District AVA. The winery has been an introduction to the region for countless numbers of people through not only visits but major events that the Ponzi family has been instrumental in creating and supporting, such as the International Pinot Noir Celebration, Oregon Pinot Camp and the Salud Pinot Noir Barrel Auction.

Under the leadership of a new CEO, whose recruitment is ongoing, Anna Maria will continue to lead the sales & marketing over the transition period and Luisa will remain as the Director of Viticulture and Winemaking. The Ponzi family will retain 100 acres of vineyard land and will grow and sell the grapes to Ponzi Vineyards under a long-term contract.

VINTUS, current Ponzi Vineyards national sales and marketing agent, and importer of Champagne Bollinger, Champagne Ayala, Domaine Chanson and Langlois-Chateau, will continue to represent Ponzi’s trade distribution in the United States.

The timing of the full transition is subject to customary regulatory processes and approvals.

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### **About the Bollinger Family:**

SJB, the holding company of the Bollinger family, is comprised of domains in 4 French wine appellations: Bollinger & Ayala in Champagne, Chanson Père & Fils in Burgundy, Delamain in Cognac and Langlois-Chateau in the Loire Valley. Founded in 1829, it is owned and controlled by the same family since 1829 and will celebrate its 200th anniversary in 2029. These domains are all linked to their terroir by owning and farming vineyards. SJB’s mission is to offer consumers around the world great experiences around premium wines from the best wine regions.

### **About Ponzi Vineyards:**

In the late 60’s, Dick and Nancy Ponzi uprooted their young family to pursue a dream of producing world class Pinot Noir and were instrumental in bringing world attention to Oregon’s Willamette Valley. Over the past thirty years, the Ponzi daughters have expanded the family vineyards and winery facilities, incorporating innovation into its winemaking, viticulture and

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hospitality. The entrepreneurial family is also recognized for establishing the state's first craft brewery in 1984 and one of the valley's first regional restaurants in 1999, now owned and operated by son and brother, Michel and his family.