

# INTERNATIONAL WINE ASSOCIATES

MERGERS & ACQUISITIONS—CORPORATE FINANCE—PLANNING—VINEYARD BROKERS

POST OFFICE BOX 1330, 625 HEALDSBURG AVENUE  
HEALDSBURG, CALIFORNIA 95448, U.S.A

## Press Release

### FOR IMMEDIATE RELEASE

**CONTACT: Robert M. Nicholson**  
(707)433-8122 [robert@intlwine.com](mailto:robert@intlwine.com)

## INTERNATIONAL WINE ASSOCIATES ADVISES MAYACAMAS VINEYARDS IN THE SALE TO PRIVATE INVESTOR GROUP

Healdsburg, California – April 30, 2013 – Robert Nicholson of International Wine Associates, the mergers and acquisitions advisory firm that specializes in wine industry transactions, announced today that IWA served as exclusive advisors and represented Mayacamas Vineyards, a Napa Valley “first growth” estate, in the sale of the company to a group of investors.

Mayacamas was one of six California Cabernet Sauvignon producers who participated in the famous 1976 “Judgment of Paris Tasting” and was brought to prominence by the Travers family, led by Bob Travers, who plans to retire after the sale.

Mayacamas is one of the Napa Valley’s most revered Cabernet Sauvignon estates and the wines have performed well in more recent tastings of the original “Judgment of Paris” wines, moving to 2nd and 3rd place in the 1986 and 2006 tastings, respectively.

Terms of the transaction were not disclosed.

### About IWA

Incorporated in 1990, IWA has initiated and completed over \$1 billion in transactions. IWA is the leading mergers and acquisitions firm that specializes in the wine industry and has closed more transactions than any other investment bank in the business.

In addition to the sale of Mayacamas Vineyard, IWA has completed over the years the following other transactions, among others : the 2012 sale of Silverado Hill Winery for CalPERS, the 2012 sale of Lancaster Estate, the sale of Sausal Vineyard to Silver Oak Winery, the sale for Diageo in 2011 of Edna Valley Vineyard to Gallo, the 2011 sale of Laurel Glen Winery, a 2010 sale of Pacific Rim Winemakers to Banfi Vintners, the sale of Hangar One Vodka to Jose Cuervo in 2010, the sale of certain California and Washington assets for Constellation Brands in 2008 for \$209 million, the 2006 sale of Bonny Doon Vineyard’s *Big House* and *Cardinal Zin* brands to The Wine Group, Cline Cellars’ sale of the *Red Truck* California wine brand in 2005, the 2003 sale of Wild Horse Winery to Fortune Brands, the 2001 Hogue Cellars sale to Vincor, Jim Beam’s acquisition of Geyser Peak Winery in 1998, the 1995 Errazuriz *Caliterra* joint-venture with Robert Mondavi and Heublein’s 1993 sale of *The Greystone* building in the Napa Valley to The Culinary Institute of America.

For more information call Robert Nicholson at 707/433-8122 or visit [www.intlwine.com](http://www.intlwine.com).

