


# Monitor

## Wine & Spirits



VOLUME  
**387**

### READY-TO-DRINK RULES

#### MIXED SIGNALS

Many alcohol producers announced mixed results in their annual and quarterly earnings due to continued post-pandemic normalization

#### ALMOST FAMOUS

Wine and spirits brands with celebrity partnerships became an emerging trend in 2023 and will remain a bright spot in 2024

#### MOCKTAIL, PLEASE!

The popularity of zero-proof cocktails and beer soared in 2023, particularly among a younger demographic

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# Trend Tracker

	Selling Primarily to Off-Premise	Selling Primarily to On-Premise
<b>NOLVs</b>	Decreasing ▼	Decreasing ▼
<b>Sales Trends</b>	Consistent —	Consistent —
<b>Gross Margin</b>	Mixed ◆	Consistent —
<b>Inventory</b>	Increasing ▲	Increasing ▲

## NOLVs

NOLVs decreased for companies that sell to the off-premise channel due to distributors working to manage an oversupply of inventory. NOLVs decreased for companies that sell to the on-premise channel due to consumers continuing to rein in non-discretionary spending in response to inflationary pressures. NOLVs for wine and spirits case goods generally decreased due to increased supply on-hand as well as additional discounting utilized by producers to sell through inventory, which resulted in lower gross margins. Bulk wine NOLVs decreased due to a decline in bulk market prices, as many producers were over-inventoried. NOLVs for bulk spirits decreased due to a decline in pricing in the fourth quarter of 2023 as a result of supply outstripping demand.

## SALES TRENDS

Sales trends for companies that sell to the off-premise channel remained relatively stagnant due to over-inventoried distributors. Sales trends for companies that sell to the on-premise market remained relatively stagnant as traffic at restaurants, bars, and tasting rooms remained steady or slow. Sales trends decreased for wine and spirits companies due to less demand from distributors as a result of post-COVID normalization. Producers of ready-to-drink products saw some relief; however, many consumers are feeling fatigue due to the significant number of players within this particular space within the spirits market. Producers of high-end spirits and wine were also a bright spot in sales trends.

Market Prices	Three Months	12 Months
<b>Bulk Wine</b>	Decreasing ▼	Consistent —
<b>Bulk Spirits</b>	Decreasing ▼	Mixed ◆
<b>Corn</b>	Mixed ◆	Decreasing ▼
<b>Wheat</b>	Decreasing ▼	Decreasing ▼

## GROSS MARGIN

Gross margins for wine and spirits companies were mixed, as well as gross margins for companies that sell to the off-premise channel. Some producers saw relief from inflationary pressures, leading to improvements in gross margin, while others saw the need to provide additional discounts to move through higher than anticipated supply, as many producers over forecasted inventory for 2023. Gross margins for companies that sell to the on-premise channel were relatively stagnant as traffic at restaurants, bars, and tasting room was steady or slow.

## INVENTORY

Inventory levels for wine and spirits case goods increased due to many producers over producing for an optimistic 2023 compounded by distributors right-sizing their inventory positions. Bulk wine inventory levels generally increased due to rising costs, as the result of inflationary pressures and staffing shortages, compounded by less demand for bulk wine on the spot market. Bulk spirits inventory levels generally increased due to increased input costs as well as additional supply on the market.

## PRICING

Pricing for bulk wine and bulk spirits remained flat over the last 12 months but recently decreased. Corn prices decreased due to excess supply, as well as lackluster news surrounding corn's future as part of America's renewable fuels. Wheat prices decreased due to solid supply and the Russian/Ukraine conflict not having a significant impact on global pricing.

# Overview

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In 2023, the U.S. alcoholic beverage industry continued to normalize from pandemic-related highs, with wine and spirits producers reporting mixed results.

The on-premise market remained resilient in a year characterized by inflationary concerns. According to the U.S. Census Bureau, U.S. foodservice and drinking establishments' sales increased 11.3% year-over-year, totaling \$1.1 billion on a non-adjusted basis in 2023, despite hospitality employment remaining 86,000 employees below pre-pandemic levels. The on-premise market continued to see the residual effects of pent-up demand from the coronavirus pandemic, as consumers increasingly made travel plans and ventured out to restaurants in 2023; though, tasting room traffic remained slow.

Food and beverage stores sales increased 2.5% in 2023 over 2022, reaching \$985.8 million on a non-adjusted basis, according to the U.S. Census Bureau. For many liquor store operators, 2023 was defined by managing stocking levels. Retailers restocked their shelves in 2022 in anticipation of supply chain disruptions and high demand. In 2023, demand was sluggish, resulting in many retailers becoming overstocked.

Many major alcoholic beverage operators are seeing the normalization of demand within their annual and quarterly sales results. Spirits holding company Diageo, for example, quoted a decline in tequila sales of 5% in the U.S. for the first half of its fiscal year ended December 31, 2023, led by a decline of 14% in net sales of the Casamigos brand. The company attributed the decline in Casamigos sales to a strong comparison period and overstocking at major U.S. distributor warehouses. Crown Royal whiskey net sales decreased 2% for the period, while Johnnie Walker whiskey decreased 13%.

Overall vodka net sales for the company decreased 4% in the U.S., while Captain Morgan rum net sales decreased 2%. Conversely, Diageo's Don Julio, Bulleit Whiskey, and Smirnoff brands exhibited increased net sales in the U.S. for the period, while sales of the company's RTD (ready-to-drink) cocktails increased 33%. Pernod Ricard, the parent company of Absolut, Jameson, Malibu, and other major spirits brands, announced similar results, with U.S. net sales decreasing 7% for the first half of its fiscal year ended December 31, 2023.

A partial reason for the decline in wine and spirits sales in 2023 can be related to a rise in non-alcoholic or low-ABV consumption, particularly among younger generations. As a result, retailers have been expanding their non-alcoholic offerings, particularly at the beginning of the year due to the growing popularity of the "Dry January" trend. Drinking establishments that strictly offer mocktails and other zero-proof options have also been opening across the country, as well as globally. Wine, spirits, and beer producers have been expanding their portfolios to include low-ABV options, with the latest being White Claw, which began offering non-alcoholic "hard" seltzers January 2024.

The popularity of wine and spirits brands with celebrity partnerships also soared in 2023 and will remain a bright spot in 2024. Though brands such as Kendall Jenner's 818, Dwayne "The Rock" Johnson's Teremana Tequila, and Mark Wahlberg's Flecha Azul Tequila have existed for some years, heightened marketing efforts by these celebrities have driven recent sales.



# Overview

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New celebrity partnerships are continuously entering the alcoholic beverage space. In November 2023, Michael Bublé launched Fraser & Thompson whiskey, while more recently, Dallas Cowboys' quarterback Dak Prescott launched upscale tequila brand Volteo in January 2024. In May 2023, Emma Watson launched Renais with her brother, a gin brand that will be available within the U.S. in Spring 2024.

In other celebrity news, in January 2024, Diageo settled a dispute with Sean “Diddy” Combs after Combs sued Diageo for discrimination. Diageo now does not maintain any ongoing business relationship with Combs, but holds full ownership of the Ciroc vodka and DeLeon tequila brands, which Combs previously co-owned.

On a wholesale basis, market share within the alcoholic beverage industry remains heavily concentrated toward the top two players, Southern Glazer's and RNDP, which have further grown in 2023 as the result of mergers and acquisitions. Effective February 1, 2024, Southern Glazer's expanded its existing partnership with The Wine Group into six new states.

Throughout 2023, RNDP acquired the exclusive rights to several wine and spirits companies, such as Royal Wine and Spirits, Riboli Family Wines, Union Wine Company, and Luxco. More recently, RNDP announced a national partnership with Edrington, in which RNDP will be the exclusive distributor of Edrington products in 40 markets in the U.S. This latest partnership goes into effect April 2024. RNDP has also purchased other wholesalers, expanding its footprint throughout the U.S. In May 2023, for example, RNDP purchased Young Won Trading, a distributor of Asian spirits, wine, and beer. This acquisition has magnified the

company's business in existing states, while also extending RNDP into North Carolina.

Furthermore, RNDP purchased Natural State Distributing in October 2023, expanding the company into Arkansas.

In addition, RNDP has announced mounting success with its e-commerce platform, which reached \$800 million in annual sales in 2023, marking an increase of 32% year-over-year.

The B2B platform, which is active in 21 states, has achieved \$1.7 billion in lifetime sales.

Conversely, Uber announced that it will be shutting down its e-commerce alcoholic beverage delivery service, Drizly, by the end of March 2024 in an effort to focus on driving sales through its UberEats platform.



# Wine

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The overall wine market decreased in volume in 2023, but mildly increased on a dollar basis, as wines priced over \$15 to \$24.99 saw a slight uptick in sales. Wine consumption has continued to decrease as consumers are increasingly opting for spirits or non-alcoholic options. Tasting room traffic is also down, with wineries noting that a large portion of visitors and consumers fall into an older demographic, particularly 55 years and older.

Despite falling demand, premiumization remains a sunny spot within the wine industry. Constellation Brands stated that though wine sales declined in its fiscal third quarter ended November 30, 2023, its premium brand The Prisoner exhibited sales growth. Nonetheless, Constellation Brands' wine and spirits sector reported a decline in net sales of 8% for the quarter, as well as a forecasted decline of 7% to 9% for the fiscal year. The Duckhorn Portfolio announced an increase in net sales of 8.2% for the fiscal year ended July 31, 2023; though net sales declined 5.2% for the three months ended October 31, 2023. According to The Duckhorn Portfolio, the recent decline was offset by growth within the company's luxury wine portfolio. Treasury Wine Estates announced similar results, with net sales flat for the first half of its fiscal year ended December 31, 2023, citing that its luxury portfolio saw growth, while overall U.S. shipments declined.

Cabernet sauvignon accounted for the largest segment of sales in 2023, followed by chardonnay and red blends. While almost all varietals exhibited sales declines in 2023, the fourth largest segment of sales, pinot grigio, displayed growth on a dollar basis, while the fifth largest varietal, sauvignon blanc, demonstrated an increase in sales on both a dollar and volume basis. Boxed wine has also witnessed a resurgence in demand, led by brand Bota Box.

Champagne shipments into the U.S. declined in 2023; however, Champagne has seen some global success. Moët Hennessy's champagne and wine revenue increased 2% for the year, despite the company's champagne brands displaying an unfavorable performance in the U.S. Nonetheless, the company attributed its increase in revenue to its firm pricing policy, as well as its Dom Pérignon partnership with Lady Gaga.

As alcoholic beverage distributors continue to consolidate, many smaller wineries are exploring options to remain relevant, particularly as distributors are managing overstock concerns. While one solution pursued by wineries has been a heightened focus on broadening and marketing direct-to-consumer capabilities, consolidation has also become an emerging trend within the wine industry. Particularly, larger wine companies are absorbing smaller wineries. E&H Gallo, for instance, acquired Rombauer Vineyards in August 2023, while Treasury Wine Estates purchased DAOU Vineyards in October 2023. The Duckhorn Portfolio acquired Sonoma-Cutrer Vineyards, which is set to close in fiscal quarter four 2024.



# Spirits

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Spirits sales remained relatively flat in 2023, despite moderately increasing on a volume basis. For the second year, spirits surpassed beer in market share within the alcoholic beverage industry.

RTD cocktails represented the fastest growing segment in 2023, with the category continuing to be dominated by High Noons. Beam Suntory also announced an increase in RTD net sales of 12% in 2023, driven by its canned Jim Beam cocktails. Diageo's RTD sector increased 33% for the six months ended December 31, 2023.

Tequila accounted for the second fastest growing spirits category. Campari Group's Espolon brand posted organic growth of 35% in 2023, driven by increased market share and favorable pricing, while Grupo Cuervo's Jose Cuervo brand announced an increase in volume sales of 3.2% for the year. Imports of mezcal have continued to climb, becoming an ever-present force within the tequila sector, particularly obtaining popularity within the on-premise market as craft cocktail establishments are consistently developing new recipes to pique consumers' interests.

American whiskey has also persisted as a core driver of spirits sales. Campari Group announced that its Wild Turkey brand displayed achieved organic growth of 8.8% in 2023, while Beam Suntory's Jim Beam, Maker's Mark, and Knob Creek brands posted sales increases of 3%, 10%, and 10% for the year, respectively. Further supporting this growth, the EU announced an extension to the suspension of American whiskey tariffs until March 2025. Therefore, exports of American whiskey are forecasted to remain strong in 2024, continuing to comprise the majority of U.S. spirits exports.

Vodka remains as the spirits industry's highest revenue producer, despite witnessing a decline in volume sales in 2023. Spirits producers have witnessed mixed results, with Campari Group's SKYY Vodka posting an increase in organic growth of 1.5% in 2023, while net sales of Diageo's Ciroc and Ketel One brands declined 21% and 4% for the six months ended December 31, 2023, respectively. Conversely, net sales of Diageo's Smirnoff brand increased 2%. Volume depletions of rum also declined in 2023, but have been slightly buoyed by premiumization.





# Spirits

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Demand for aperitifs, liqueurs, and cordials remained strong in 2023. Campari Group's Aperol and Campari dominated the market. Aperol sales increased 23.1% in 2023, while Campari sales increased 10.7%, driven by continued high demand for Aperol spritzes and negronis. Rémy Cointreau's liqueurs and spirits division posted an organic sales increase of 1.5% for the nine months ended December 2023, driven by strong growth of Cointreau liqueur in the U.S., particularly due to marketing campaigns featuring actress Aubrey Plaza.

Cognac sales, however, have continued to face headwinds. Rémy Cointreau's cognac division reported a decline in organic sales of 31.4% for the nine months ended December 2023 due to lower U.S. demand and reduced inventory shelf space. In the most recent quarter, Rémy Cointreau launched a new marketing campaign with singer Usher, as an effort to drive sales of Rémy Martin. Moët Hennessy also reported a decline in cognac sales, with its cognac and spirits division declining 10% in organic growth in 2023, with Hennessy demand negatively impacted by post-COVID normalization in the U.S. Further, sales of Campari Group's Grand Marnier decreased 16.5% in 2023, which the company attributed to de-stocking in the U.S. At the end of 2023, it was announced that Beam Suntory sold its Courvoisier cognac brand to Campari Group, with the deal anticipated to close in 2024.





# Beer

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Leading the zero-proof or low-ABV trend is non-alcoholic beer, which soared within a stagnant beer market that continued to lose market share to the spirits industry in 2023. At the front of the pack was Heineken O.O., with Heineken reporting that overall volume sales increased 2.5% in 2023, including alcoholic and non-alcoholic Heineken. Budweiser Zero and Athletic Brewing have also contributed to the strength of the non-alcoholic beer industry, with new entrants continuously joining the market. Brewers have seen opportunity for growth within the non-alcoholic beer segment via innovation and distribution. In 2023, for example, Athletic Brewing began shipping kegs to on-premise locations so that its non-alcoholic beer can be offered on tap.

Nonetheless, craft beer continued to account for the largest sector of the beer market, followed by imported beer. Constellation Brands' beer division posted an increase in net sales of 4% for its fiscal third quarter ended November 30, 2023, with a forecasted increase in beer net sales of 8% to 9% for the entire fiscal year.

The increase was driven by depletion growth from the company's imported beer brands, such as Modelo, Corona, and Pacifico.

Anheuser-Busch, the largest beer company in the U.S., reported weak results in 2023, with U.S. revenue down 9.5%. According to the company, sales to wholesalers declined 12.7% for the year, while sales to retailers declined 11.9%. The decline was primarily driven by reduced consumption of the company's Bud Light beer, which stemmed from a consumer boycott in response to a marketing campaign. Globally, however, Anheuser-Busch's revenue increased 7.8% for the year, despite a decline of 1.7% in volume, driven by the strength of the company's global core brands, such as Budweiser, Stella Artois, and Michelob Ultra. Anheuser-Busch plans to continue to utilize its partnerships with the NFL, MLB, NBA, PGA, UFC, and Olympics to promote sales growth in 2024.



# Pricing Trends

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## BULK WINE

The U.S. includes over 7,000 wineries, with over half of them located in California. California accounts for over 80% of American wine production.

After being defined by wildfires and smoke exposure over the last several years, the 2023 harvest exhibited exceptional results. The harvest provided a high-yield of quality grapes, primarily due to higher-than-average rainfall in California early in the year, as well as cooler temperatures in the spring and summer. Though the harvest began late, experts noted that grapes reached full maturity before the start of the winter season.

However, high yields have caused concern for an oversupply in the market, particularly as wine demand remains low. In certain areas, grapes were left unharvested due to this lack of demand, while in other areas, grapes were left unharvested due to disease; however, this only accounted for a small portion of tonnage.

The 2024 harvest is several months away and many experts remain uncertain about the future harvest's results, particularly as California has experienced another exceptionally wet winter, and as grape demand has fluctuated.



According to data from the USDA National Agricultural Statistics Service's 2023 California Grape Crush Report, the wine grape crush totaled 3.9 million tons in 2023, an increase of 6.2% from 2022.

In 2023, red wine varieties accounted for the largest share of grapes crushed at 2.0 million tons, which increased 3.0% from the prior year. The white wine variety increased 15.6% from 2022 to 1.7 million tons. Chardonnay continued to account for the largest percentage of total crush volume by a slight edge at 16.7%, while cabernet sauvignon accounted for 16.6%.

In 2023, the average price of all varieties was \$1,036.72 per ton, an increase of 11.2% from 2022. Red wine grapes maintained an average price of \$1,343.44, which represented an increase of 13.3%, while the average price of white wine grapes was \$731.40, an increase of 6.1%. The increase in pricing was primarily driven by previously negotiated multi-year contracts that hold stipulations for price increases. Though spot market activity was slow, resulting in a decline in grape prices later in the year, it was not enough to offset the increase in average price. Looking into 2024, experts forecast that pricing will be more reflective of spot market activity.

B. Riley relies on bulk wine prices from the nation's two leading brokerage companies, Ciatti Company and Turrentine Brokerage. In addition, Turrentine Brokerage claims that its broad range of values covers approximately 95% of sales, while its most likely range applies to roughly 80% of sales. However, estimates from neither brokerage are guaranteed to reflect actual market prices.

# Pricing Trends

## BULK SPIRITS

Bourbon and whiskey are aged for multiple years and become more valuable as they age. While American corn whiskey tends to require less barrel age, its value increases over time in a consistent manner with Kentucky bourbon and Canadian whiskey.

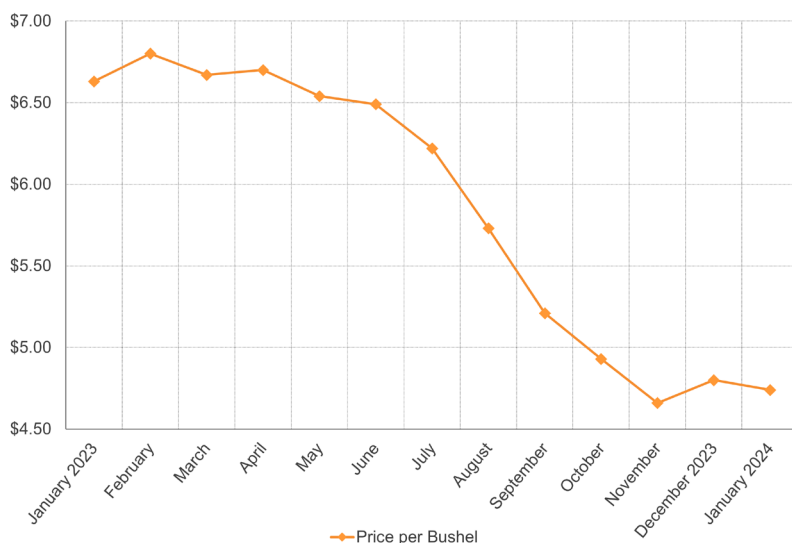
Bulk prices for brown spirits have declined significantly in late 2023, though price declines have not been seen across all products and ages. The decline has primarily had an impact on younger product and has been driven by an oversupply in the marketplace due to new players, such as bourbon funds and non-traditional distributors, entering the space. Older brown spirits have been holding their value due to limited supply. Looking into 2024, pricing is forecasted to remain depressed, resulting in some brokers looking overseas to sell through excess levels of bulk spirits. Larger producers are also reducing purchase minimums to allow smaller distilleries to purchase bulk goods.

## CORN

The corn marketing year runs from September of one year through August of the next year. Based on the most recent WASDE (World Agricultural Supply and Demand Estimates) report from the USDA released on March 8, 2024, the outlook for the U.S. corn market remains unchanged in food, seed, and industrial use and decreased for ending stocks versus February 8, 2024. The season-average corn price was lowered to \$4.75 per bushel based on observed prices to date.

Globally, the coarse grain outlook recorded lower production, larger trade, and decreased ending stocks. Reduced production levels were recorded in South Africa, Mexico, and Venezuela primarily due to expected area, as well as Ukraine and Russia based on reported harvest results to date. Increased production in Argentina is forecasted to partially offset these declines. Foreign corn ending stocks declined from the prior month as a result of declines primarily in Ukraine.

### 1 U.S. Corn Average Farm Price Received per Bushel 13 Months Ended January 2024



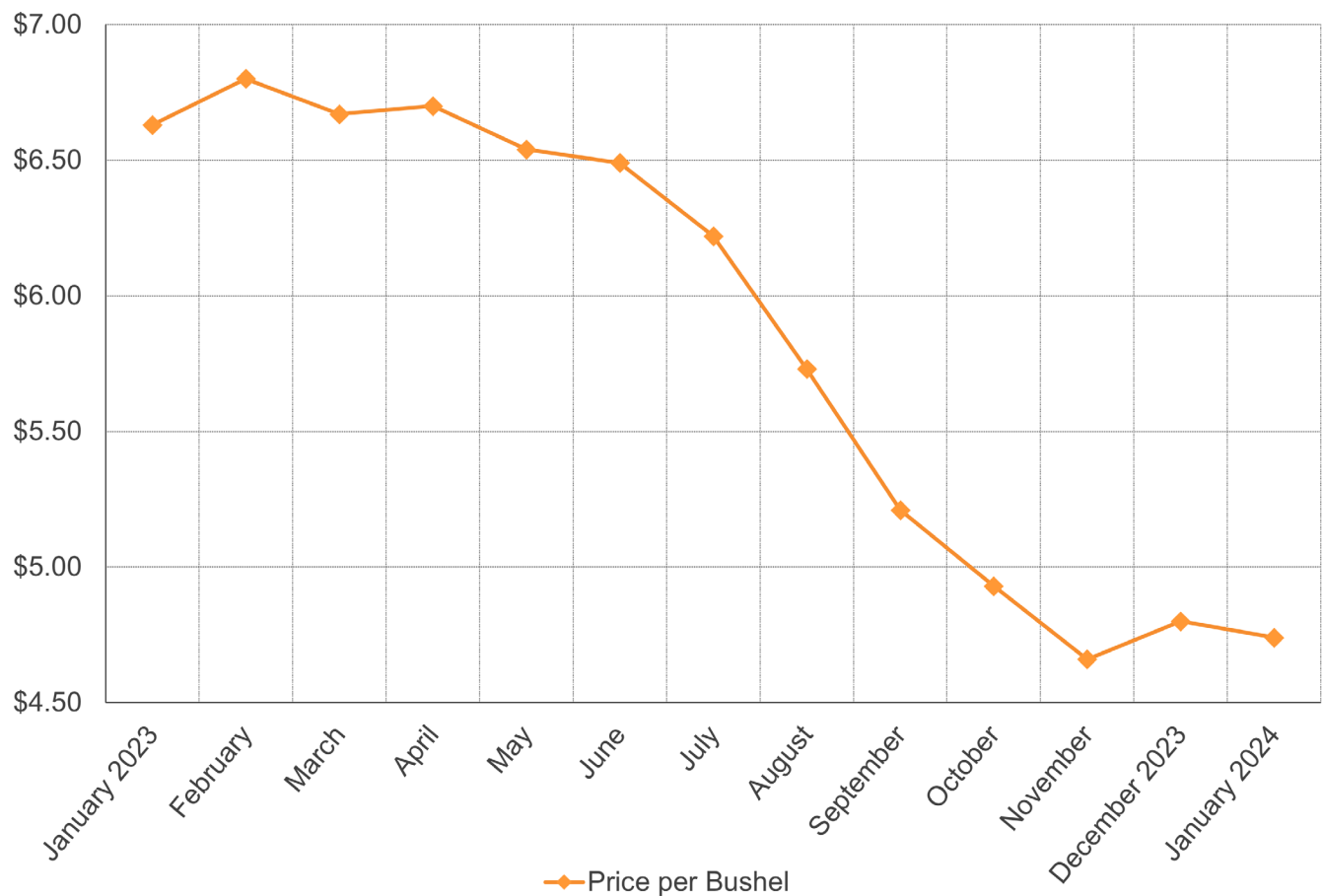
# Pricing Trends

## WHEAT

The outlook for 2023/24 U.S. wheat based on the most recent WASDE report as of March 8, 2024 is for unchanged supplies and domestic use, lower exports, and higher ending stocks. Exports decreased 15 million bushels primarily for soft red winter and hard red winter. Projected ending stocks increased by the same amount. The season-average farm price declined to \$7.15 per bushel.

Globally, the 2023/24 wheat outlook increased for supplies, consumption, and trade, but decreased for ending stocks. Supplies were up 0.8 million tons due to higher production in Australia, Russia, and Argentina. Consumption was raised 1.5 million tons primarily due to higher feed and residual use for the EU, Kazakhstan, and Indonesia. Global trade increased 1.4 million tons due to higher exports from Ukraine, Australia, and Turkey. Ending stocks decreased 0.6 million tons, representing the lowest stock since 2015/16.

2 U.S. Wheat Average Farm Price Received per Bushel  
13 Months Ended January 2024





# Reference Sheet

## U.S. CORN

Average farm price received per bushel

Marketing Year*	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
2022/2023	\$6.09	\$6.56	\$7.07	\$7.26	\$7.38	\$7.25	\$7.24	\$7.09	\$6.49	\$6.49	\$6.58	\$6.63
2023/2024	\$6.80	\$6.67	\$6.70	\$6.54	\$6.49	\$6.22	\$5.73	\$5.21	\$4.93	\$4.66	\$4.80	\$4.74
Change	11.7%	1.7%	(5.2%)	(9.9%)	(12.1%)	(14.2%)	(20.9%)	(26.5%)	(24.0%)	(28.2%)	(27.1%)	(28.5%)

\*U.S. marketing year for corn is from September to August.

## U.S. WHEAT

Average farm price received per bushel

Marketing Year*	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
2022/2023	\$9.16	\$9.93	\$10.20	\$10.90	\$9.61	\$8.69	\$8.55	\$8.78	\$9.18	\$9.15	\$8.97	\$8.81
2023/2024	\$8.54	\$8.35	\$8.31	\$8.07	\$7.67	\$7.61	\$7.35	\$7.07	\$6.98	\$6.53	\$6.79	\$6.79
Change	(6.8%)	(15.9%)	(18.5%)	(26.0%)	(20.2%)	(12.4%)	(14.0%)	(19.5%)	(24.0%)	(28.6%)	(24.3%)	(22.9%)

\*U.S. marketing year for wheat is from June to May.

## U.S. BARLEY

Average farm price received per bushel

Marketing Year*	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
2022/2023	\$5.43	\$5.69	\$6.00	\$6.07	\$6.44	\$6.60	\$7.47	\$7.51	\$7.52	\$7.36	\$7.48	\$7.28
2023/2024	\$7.60	\$7.50	\$7.16	\$7.56	\$7.39	\$7.08	\$7.52	\$7.45	\$7.16	\$7.77	\$6.68	\$7.53
Change	40.0%	31.8%	19.3%	24.5%	14.8%	7.3%	0.7%	(0.8%)	(4.8%)	5.6%	(10.7%)	3.4%

\*U.S. marketing year for barley is from June to May.

## U.S. RYE

Average farm price received per bushel

	2023	2022	2021	2020	2019
PRICE PER BUSHEL	\$6.90	\$7.17	\$6.76	\$5.35	\$6.00
CHANGE FROM PRIOR YEAR	(3.4%)	6.1%	26.4%	(10.8%)	(4.3%)

# Monitor Information

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B. Riley Advisory Services' *Wine & Spirits Monitor* relates information covering most wine and spirits, including industry trends and market pricing, and their relation to our valuation process. Should you need any further information or wish to discuss recovery ranges for a particular segment, please feel free to contact your B. Riley Advisory Services Business Development Officer.

The information contained herein is based on a composite of B. Riley Advisory Services' industry expertise, contact with industry personnel, liquidation and appraisal experience, and data compiled from a variety of well-respected sources believed to be reliable. B. Riley Advisory Services does not make any representation or warranty, expressed or implied, as to the accuracy or completeness of the information contained in this issue. Neither B. Riley Advisory Services nor any of its representatives shall be liable for use of any information in this issue or any errors therein or omissions therefrom.



# Experience

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B. Riley Advisory Services was involved in the liquidation of Havens Wine Cellars and Billington Imports LLC and has liquidated several national and regional grocery stores that included wine and spirits such as A&P, Andronicos, Cost Cutter, Food Pavilion, and The Markets. B. Riley Advisory Services has also worked with and appraised numerous companies within the wine and spirits industry. While our clients remain confidential, they include industry leaders, including large distributors and specialty retailers of alcoholic beverages, producers of wine and beer, and national and regional grocery stores. Products have included a variety of value-priced, mid-tier, premium, and ultra-premium brands including highly recognizable and reputable names. B. Riley Advisory Services' extensive list of appraisal experience includes:

- Leading regional distributors of spirits, wine, and beer with products such as vodka, whiskey, cognac, rum, brandy, scotch, tequila, various wines, craft beers, and non-alcoholic beverages such as mixers, water, and carbonated drinks.
- Producers and rectifiers of whiskey and other distilled spirits, including vodka, gin, tequila, liqueurs, and absinthe, which are sold under well-recognized, nationally distributed brands.
- A producer and distributor of private label wine, beer, and spirits for large retailers primarily in the U.S. and the U.K.
- A vertically integrated distributor of a known vodka brand.
- One of the largest specialty retailers of alcoholic beverages in the West that offers more than 3,000 types of wine, 1,500 types of spirits, and 1,200 types of beer.
- One of the largest U.S. distributors of wine and spirits with revenues of over \$1.5 billion, servicing liquor and grocery stores, restaurants, bars, casinos, and reservations.
- National and regional grocery stores that sell a wide variety of beer, wine, and spirits.

In addition to wholesalers of case and bulk wine, including those mentioned on the above, B. Riley Advisory Services also maintains extensive appraisal

experience with numerous domestic wineries, allowing for additional specialization.

- A well-known producer of ultra-premium, luxury wines from estate vineyards in Napa Valley and Anderson Valley, as well as from vineyards in the Russian River Valley and Sonoma Valley.
- A producer of wines originating primarily from California's North and Central Coasts, as well as from the Lodi AVA in the Central Valley, which are sold under its well-known labels throughout the U.S. and the world.
- A producer of moderate- to high-end wines, with varietals including pinot noir and chardonnay and sourced from its three estate vineyards in the Carneros AVA, while the remainder is sourced from growers primarily in the same AVA in Napa and Sonoma counties.
- A bottler and distributor of wines under several proprietary labels, with varietals sourced from California and internationally.
- A Napa Valley producer of high-end wines sold under well-known proprietary labels, with over 99% of grapes sourced from its 235-acre estate in Rutherford, California.
- A producer and marketer of moderate- to high-end wines in the Napa Valley and Sonoma County, all of which are produced with estate-grown fruit and sold under three owned brands.
- A producer of moderate- to high-priced wines in the Pacific Northwest and California including eight well-known brands with an annual production of over half a million cases.
- A high-end producer of wines, including Bordeaux-style blends and varietals such as merlot, chardonnay, and pinot noir, which are sourced from its own 100-acre vineyard near Napa, while the remainder is from several California vineyards.
- Numerous importers and marketers of more than 500 foreign and domestic brands of wine.

In addition to our vast liquidation and appraisal experience, B. Riley Advisory Services maintains contacts within the wine and spirits industry that we utilize for insight and perspective on recovery values.

# Meet Our Team

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## APPRAISAL & VALUATION TEAM

### BUSINESS DEVELOPMENT



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# About B. Riley Advisory Services

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B. Riley Advisory Services works with lenders, law firms, private equity sponsors and companies of all types. Our Advisory Services are a unique mix of Valuation and Appraisal Services including asset-based lending (ABL) Valuations; Restructuring and Turnaround Management; Forensic Accounting and Litigation Support; Operations Management; Compliance, Risk & Resilience Services; and Transaction Support Services including Due Diligence and Quality of Earnings Reviews. B. Riley Advisory Services is the trade name for GlassRatner Advisory & Capital Group, LLC, Great American Group Advisory & Valuation Services, LLC, Great American Group Machinery & Equipment, LLC, and Great American Group Intellectual Property, LLC.



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# Capitalize On The B. Riley Difference

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B. Riley Financial (“B. Riley”) provides collaborative solutions tailored to fit the capital raising and business advisory needs of its clients and partners. B. Riley operates through several subsidiaries that offer a diverse range of complementary end-to-end capabilities.

## ADVISORY SERVICES

Provides specialty financial advisory services to address complex business problems and board level agenda items.

- Appraisal & Valuation Services
- Compliance, Risk & Resilience Services
- Forensic Accounting & Litigation Support
- Operations Management Services
- Restructuring & Turnaround Management
- Transaction Support
- HR Strategy
- Interim Management & Executive Search
- Organizational & Talent Development

## INVESTMENT BANKING

Provides a full suite of investment banking, corporate finance, advisory, research, and sales and trading services for middle-market public and private companies.

- Capital Markets
- Mergers & Acquisitions
- Restructuring & Special Situations
- Financial Sponsors Coverage
- Equity Research
- Sales & Trading

## PRINCIPAL INVESTMENTS

Develops investment opportunities through the acquisition and/or restructuring of companies and corporate assets that present attractive cash-flow driven returns.

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FOUNDED: 1997

2,000+ AFFILIATED PERSONNEL

200+ LOCATIONS WORLDWIDE

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Dedicated practice group that provides real estate advisory and valuation services in the U.S. and abroad.

- Sales & Dispositions
- Lease Restructuring
- Real Estate Advisory Services
- Capital Solutions & Acquisitions

## RETAIL SOLUTIONS

Provides asset disposition and large-scale retail liquidations, helping clients liquidate and realize immediate returns from excess inventories and underperforming assets.

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- Inventory Clearance
- Appraisal & Valuation Services
- Real Estate Solutions

## VENTURE CAPITAL

Invests in late-stage private growth companies with a path towards public markets.

## WEALTH MANAGEMENT

Strategic investment and wealth solutions to address the various needs of individuals, families, business owners, foundations and endowments.

- Individual Client Services
- Business Client Services

## WHOLESALE & INDUSTRIAL SOLUTIONS

Provides equipment management and capital recovery solutions through a suite of services in various industries.

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- Valuations
- Asset Planning & Recovery Strategies