



# E&J Gallo Winery

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**For Immediate Release**

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## **GALLO NAMED U.S. IMPORTER FOR CATENA'S ALAMOS WINES**

**MODESTO, Calif. (November 4, 2008)** – The Catena Family has named E. & J. Gallo Winery the U.S. importer for the Alamos line of wines, effective January 1, 2009.

Both the Catena and Gallo families share a passion and commitment for bringing exceptional wines to U.S. consumers.

In 2007, Gallo began importing Don Miguel Gascón Malbec, produced by Bodegas Escorihuela, a Catena family winery in Mendoza. Following the success of Gallo's U.S. launch of Gascón, the Catena family has selected Gallo to import its Alamos brand in the U.S.

The Catena family has made wine in Argentina since 1902. Over the last two decades, the Catenas have revolutionized Malbec winemaking and high altitude viticulture in Mendoza, pioneering a quality revolution that has turned Argentine Malbec into the USA's fastest growing import in the premium category. In 1993, Catena introduced Alamos, which includes Malbec, Chardonnay, Cabernet Sauvignon, and Torrontes, as well as a premium *Selección* tier.

Gallo is America's largest family-owned winery, renowned for the strength of its distribution and marketing systems. Gallo also imports and markets wines from France, Chile, Germany, Spain, Italy, Australia, South Africa and New Zealand.

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