

FOR:
ZEPPONI & COMPANY
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IMMEDIATE RELEASE**Zepponi & Company Further Strengthens M&A Advisory Team**

(February 23, 2015; Santa Rosa, Calif.)— Veteran food and beverage industry investment banker George Coope has joined Northern California based merger and acquisition advisor Zepponi & Company. Coope comes to Zepponi & Company with over 25 years of investment banking experience advising businesses in the beverage, consumer packaged goods and technology sectors. Coope's beverage experience has been focused in the wine, beer and distilled spirits industries.

Prior to joining Zepponi & Company, Coope held senior roles at several boutique investment banks in San Francisco, California and was a founding member of the consumer packaged goods group at Hambrecht & Quist, LLC. Coope also worked in research, development and operations at Miller Brewing Company. He is a former director of Patz & Hall Wine Company and The Coppola Companies. Coope completed his undergraduate degree at Stanford and received his MBA from Harvard and a masters degree in enology from the University of California, Davis.

Coope joins Zepponi & Company as the Senior Director of Strategy and Analysis. He will be responsible for project management and market analysis in the firm's core wine business, as well as its broader activities in the food and beverage industry. Coope will be based out of Zepponi & Company's Santa Rosa and San Rafael offices and can be reached at (707) 542-7500, or by email at george@zepponi.com.

About Zepponi & Company

Zepponi & Company is the largest mergers and acquisitions advisory firm that is dedicated to the global wine industry. Headquartered in Santa Rosa, California, the firm has served as the financial advisor on numerous transactions involving ultra-premium and luxury wine brands, estate wineries and vineyards, such as Kenwood Vineyards, Chalk Hill Estate, Murphy-Goode, Valley of the Moon, Goosecross Cellars, and Four Vines, and has advised some of the wine industry's largest wine companies, including Diageo Chateau & Estate Wines, Jackson Family Wines and F. Korbel & Bros. For more information, please visit www.zepponi.com.

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