

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

(August 17, 2015; Santa Rosa, Calif.)— Veteran industry advisor Kevin O'Brien has joined Northern California-based mergers and acquisitions advisory firm Zepponi & Company. O'Brien comes to Zepponi & Company with over 10 years of experience advising businesses in the beverage, consumer packaged goods and manufacturing sectors. O'Brien's beverage experience has been focused in the wine, beer and distilled spirits industries.

Prior to joining Zepponi & Company, O'Brien was the Director of Business Advisory at Irvine & Company, a leading beverage alcohol accounting and consulting firm in the Pacific Northwest. O'Brien worked with numerous winery, brewery and distillery clients on corporate advisory matters, including financial modeling, strategic planning, and mergers and acquisitions. Prior to his work in the Pacific Northwest, O'Brien was an investment analyst for a San Francisco-based consumer product focused private equity firm where he completed debt, equity and acquisition transactions in the food and beverage industries. O'Brien began his career with PricewaterhouseCoopers working within the firm's private company

group providing assurance services to various wine, manufacturing and retail clients.

O'Brien has presented on various accounting and finance related topics for the Oregon Wine Symposium, American Distilling Institute Conference, CiderCon and the Craft Brewers Conference. Additionally, he is a frequent contributor to several beverage alcohol blogs.

O'Brien joins Zepponi & Company as a Senior Vice President. 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 beverage alcohol industry. O'Brien can be reached at (707) 542-7500, or by email at kevin@zepponi.com.

About Zepponi & Company

Zepponi & Company is the largest mergers and acquisitions advisory firm that is dedicated to the global beverage alcohol 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 Meiomi, Kenwood Vineyards, Chalk Hill Estate, Murphy-Goode, Siduri, Goosecross Cellars, and Four Vines, and has advised some of the wine industry's largest wine companies, including Constellation Brands, Diageo Chateau & Estate Wines, Jackson Family Wines and F. Korbel & Bros. For more information, please visit www.zepponi.com.

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