

## George Coope Reinforces Zepponi & Company's Presence in the Pacific Northwest



June 11, 2018 - Zepponi & Company, a leading global merger and acquisition advisory firm dedicated to the beverage alcohol industry, has announced that Senior Director of Strategy and Analysis, George Coope, has relocated to the company's recently opened office in Portland, Oregon. Coope has more than twenty-five years of investment banking and advisory experience in the wine, beer and distilled spirits industries, as well as the consumer products sector. Zepponi & Company has recently advised on several marquee transactions in the region, including the sales of Penner-Ash Cellars, WillaKenzie Estate, and King Estate's Acrobat brand. Coope's addition to the Portland office further solidifies Zepponi & Company's commitment to the Pacific Northwest.

Prior to joining Zepponi & Company, Coope held senior roles at several boutique investment banks in San Francisco and was a founding member of the consumer practice group at Hambrecht & Quist LLC. Coope also worked in research and operations at Miller Brewing Company, and is a former director of Patz & Hall Wine Company and The Coppola Companies.

Coope graduated with a BA from Stanford University, an MBA from Harvard Business School, and an MS in food science with a specialization in viticulture and enology from UC Davis. Prior to attending UC Davis, he worked as an apprentice to the general manager and winemaker at Domaine Comte Georges de Vogüé in Chambolle-Musigny, France. Coope holds Series 7 (General Securities Representative), 24 (General Securities Principal) and 63 (California Securities Representative) securities registrations and a certified valuation analyst (CVA) designation from the National Association of Certified Valuators and Analysts.



Zepponi & Company is a leading global merger and acquisition advisory firm dedicated to the beverage alcohol industry, and has been the most active advisor in the North American wine sector. The firm has served as the financial advisor on numerous transactions involving ultra-premium and luxury wine brands, estates and vineyards, such as Orin Swift, Meiomi, Patz & Hall, Kenwood Vineyards, Penner-Ash, Siduri, WillaKenzie Estate and Stagecoach Vineyard, and has advised some of the industry's largest beverage alcohol companies, including Constellation Brands, Ste. Michelle Wine Estates, Diageo, Jackson Family Wines and F. Korbel & Bros and King Estate. For more information, please visit [www.zepponi.com](http://www.zepponi.com).