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E. & J. GALLO WINERY TO BECOME U.S. IMPORTER FOR LUXURY RUM BRAND, DIPLOMÁTICO

MODESTO, Calif. July 25, 2018 – E. & J. Gallo Winery (Gallo) announced today that it will be the exclusive U.S. importer for luxury rum brand Diplomático, a super-premium rum recognized and awarded around the world for its superior taste, quality, and mixability, and garnering numerous 90-plus point scores.

Produced by Destilerías Unidas S.A., Diplomático is recognized as one of the finest rums in the world. The Diplomático Distillery sits at the foot of the Andes Mountains and has been producing top-quality spirits since 1959. Today the team of award-winning Maestros Roneros (master rum makers) combine traditional methods with modern technology to produce a range of distinctive rums, including Diplomático's flagship rum, Reserva Exclusiva. This sophisticated sipping rum has become a benchmark for rum lovers and connoisseurs around the world, receiving the highest honor of a Double Gold Medal at the San Francisco World Spirits Competition in 2016.

"We are excited to become the U.S. partner for Diplomático, and look forward to adding their ultra-premium rums to our growing luxury spirits portfolio," said Bill Roberts, Vice President and General Manager for Gallo Spirits. He added, "Diplomático has built an incredible following among the leading mixologists and thought-leading bars and restaurants, and we look forward to continuing that direction as more and more Americans are introduced to luxury rum."

"As a family business, we are honored to partner with the Gallo family. We appreciate their long-term view to building brands, and their commitment to continue growing Diplomático's popularity in the U.S.," said José Rafael Ballesteros Meléndez, Diplomático Rum's President.

As part of the agreement, Gallo will import three different portfolios of Diplomático Rum in the U.S.: The Tradition Range (\$26.99 to \$42.99) which includes the iconic Reserva Exclusiva; the Distillery Collection (\$79.99); and the Prestige Range (\$129.99 to \$269.99). Diplomático joins Gallo's growing U.S. luxury spirits portfolio, which also includes Jura, Dalmore, Argonaut Brandy, and Germain-Robin. Terms of the agreement were not disclosed.

About Diplomático

Diplomático Rum, a family-owned brand, is a luxury rum from Venezuela inspired by the character of Don Juancho Nieto Melendez. Don Juancho had a strong desire to explore the sources and processes responsible for the alluring flavors of traditional beverages, collecting an array of exotic rums along the way. To honor his dedication, his adventurous spirit, and his passion for rum, his portrait is illustrated on the Diplomático label.

Located at the foot of the Andes Mountains, the Diplomático Distillery (producing top-quality spirits since 1959) combines traditional methods with modern technology to produce the finest of rums. The production area boasts great conditions for sugar cane and rum production, including fertile lands, abundant water and a tropical climate. The product range consists of the Tradition Range: Planas (aged up to 6 years), Mantuano (aged up to 8 years) and Reserva Exclusiva (aged up to 12 years), the Prestige Line: Single Vintage and Ambassador, both aged 12 years and finished in Spanish sherry casks for one and two years respectively, and a Special Edition: The Distillery Collection featuring a Single Batch Kettle rum and a Single Barbet Column rum. Diplomático is distributed in over 70 countries and is the leader of the super-premium category in several European markets, including France, Germany and the Czech Republic. In North America, Diplomático is a front-runner in the premium-and-above rum segment, which has seen steady growth as rum premiumization has steadily risen in recent years.

About E. & J. Gallo Winery

Founded by brothers Ernest and Julio Gallo in 1933 in Modesto, California, E. & J. Gallo Winery is the world's largest family-owned winery and the acclaimed producer of award-winning wines and spirits featured in more than 110 countries around the globe. A pioneer in the art of grape growing, winemaking, sustainable practices, marketing and worldwide distribution, Gallo crafts and imports wines and spirits to suit a diverse range of tastes and occasions, from everyday offerings to boutique, luxury bottlings.

The Gallo portfolio is comprised of more than 100 unique brands, including Barefoot Cellars, Dark Horse, and Gallo Family Vineyards. Premium offerings include Apothic, Carnivor, Columbia Winery, Ecco Domani, Edna Valley Vineyard, J Vineyards & Winery, Louis M. Martini, MacMurray Estate Vineyards, Orin Swift, Souverain, Talbott Vineyards, and William Hill Estate, along with highly acclaimed imports, such as Alamos, Brancaia, La Marca, Las Rocas, Martin Códax, Whitehaven, and LUX Wines, importers of Allegrini, Pieropan and Renato Ratti. Gallo Spirits offers New Amsterdam Vodka and Gin, Familia Camarena Tequila, RumHaven, Lo-Fi, E&J Brandy, Argonaut, and Germain-Robin, as well as imported Scotch whiskies from Whyte & Mackay, including The Dalmore, Jura Single Malt and John Barr Blended.

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