



PRESS RELEASE

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EAST COAST BASED WINE AND SPIRITS DISTRIBUTOR SKURNIK WINES OPENS CALIFORNIA OUTPOST

New York, NY – Skurnik Wines and Spirits, national importer for many small European family wine estates, including the Terry These Estate Selections from Germany, Austria and Champagne, will be expanding into the golden state of California in May, 2017. Skurnik, who is celebrating their 30th year in business this year, is well known for operating successful wine and spirits distributorships in the states of New York, New Jersey, Connecticut, and Pennsylvania, in addition to their import business.

Skurnik Wines West, as the new venture will be known, will be a full-fledged distributor based in San Francisco, with a refrigerated warehouse and a fleet of temperature-controlled trucks delivering on a daily basis with full state coverage from Eureka to San Diego. Why expand to California at this time? “We’ve spent a lot of time in California, sourcing wines for our East coast businesses” said CEO Michael Skurnik, “and it became obvious that there was a need in the state for a distributor with our kind of experience and know-how—we just thought the timing was right.”

The California subsidiary will be headed up by long time industry veteran Brian Sypher, who previously spent 10 years with Skurnik in NY as general sales manager before heading to Soter Vineyards in Willamette Valley, Oregon for the past 6 years as their GM. Skurnik Wines West will have a sales force of between 8-10 veteran reps to start, and grow from there. “When Michael and Harmon called me with the opportunity to head up this new venture, I didn’t have to think twice,” said Sypher, “This is a unique opportunity and we are well positioned to make a big splash in the lucrative California market.”

“For years, our winery partners have been practically begging us to expand into California,” said Harmon Skurnik, President and COO of the company, “and we never do anything until we are ready to do it right. And in 2017, we’re now ready. It’s very exciting!”

The new company already has an impressive portfolio lined up, with a mix of top quality wineries from California, Oregon, France, Italy, Spain, Germany, Austria, New Zealand and Australia. Many of these producers are long time suppliers to Skurnik’s east coast operations and were eager to get on board the new venture.

Skurnik Wines is an importer and distributor of fine wines and spirits headquartered in the heart of New York City. They offer for sale (to the trade only) a high quality, diversified portfolio of wines and spirits from around the world. The company began with just a handful of relatively unknown estates in 1987 and has since grown to represent over 500 estates. They are the exclusive representatives for these producers in New York, New Jersey, Connecticut, Pennsylvania, California and are the national importer for many wines as well.