



For Immediate Release  
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CANNONBALL WINE COMPANY ANNOUNCES PORTFOLIO REBRAND WITH LAUNCH OF  
SHARE A SPLASH WINE CO.

*Share a Splash Wine Co. Rides High on Growth Amongst Trend and  
Super-Premium Plus Categories, Launches New Trade Brand*

Healdsburg, CA (January 25, 2017) - [Cannonball Wine Company](#), whose portfolio includes Cannonball Wines, [Angels & Cowboys Wines](#), and [Astrolabe Wines](#) of New Zealand, today announces the rebrand of its portfolio company, launching as [Share a Splash Wine Co.](#) Marking ten years in business with the relaunch, Share a Splash Wine Co. will continue Cannonball Wine Company's successful strategy of progressive winemaking, evocative label design and delivering affordable wines ahead of trend, that has grown the portfolio exponentially over the past ten years, while expanding into the luxury market later in 2017, with High Dive Napa Valley Red.

Launched in 2006, Cannonball Wine Company was developed in partnership between CEO Yoav Gilat, and California winemaker, Dennis Hill under the belief that wine can be approachable, affordable and high quality simultaneously: serious without the attitude. Developing long-term relationships in select growing areas and investing in producing wines in growing categories, the company has since expanded its portfolio from the initial, varietally-focused line of Cannonball Cabernet Sauvignon into a comprehensive portfolio. Today, the Share a Splash Wine Co. portfolio includes four Cannonball Wines, two wines under the Angels & Cowboys Wines brand, and Astrolabe Wines from New Zealand.

Share a Splash Wine Co. also plans on expanding into the luxury market in 2017. The launch of Napa Valley-sourced High Dive wine will harness the premium-plus category growth, similar to how the company seized the rosé and red blend boom with Angels & Cowboys, as well as be

part of the uptick in the popularity of New Zealand wines with Astrolabe. In the last year, the U.S. market's premium-plus wine segment rose 5.8% according to Databank, a trend which lays the foundation for the 2017 launch of Share a Splash Wine Co.'s luxury brand.

"We attribute our year over year double digit growth to two things: coupling innovation with approachability to create wines that stay ahead of trends that we're seeing in the marketplace, while simultaneously investing in a 'boots on the ground' distribution strategy and our team," explained Share a Splash Wine Co. Founder and CEO Yoav Gilat. "We've expanded our portfolio and the team behind it. In 2016 alone, we've added new positions that have grown our team by nearly 25% to support our commitment to direct relationships with the trade. We've aligned ourselves with likeminded distributor partners in over 60 markets who execute compatible market strategies—an essential contributor to our success. Our brand building strategy is to distribute only through high-quality grocers, wine shops and like-minded restaurants, forgoing the big box sellers, and want to ensure that we have the team in place that shares the same DNA of the company as we grow."

Aligning with their commitment to their customers and team, Share a Splash Wine Co.'s marketing strategy has also been focused on engaging directly with the consumer. Rather than budgeting for advertising and producing large events, the company has brought the wines directly to the consumers through channels that echo their commitment to innovation and approachability, including Outside Lands, TED Women Conference and events to support cancer prevention and cure research for organizations including Fred Hutch and the Cancer Prevention Institute of California.

For more information about Share a Splash Wine Co. or to purchase the wines, please contact Kelley Deal at [kelley@shareasplash.com](mailto:kelley@shareasplash.com) to be placed in contact with a local representative in your market.

#### **About Share a Splash Wine Co.**

Founded in 2006 as Cannonball Wine Company, Share a Splash Wine Co. produces and manages a portfolio of wines that echo a simple belief: that life, like wine, is best enjoyed when shared. Today, Share a Splash Wine Co. produces and markets a portfolio of super- and ultra-premium wine brands, including Cannonball Wines, Angels & Cowboys Wines, New Zealand's award-winning Astrolabe Wines and releasing Summer 2017, High Dive Napa Valley Red. From their base in Healdsburg, California, the Share a Splash Wine Co. wines are present in 45 states nationally and 20 export markets and on a mission to "*Share a Splash*" with every glass! For more information, please visit [www.shareasplash.com](http://www.shareasplash.com).

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