



FOR IMMEDIATE RELEASE:

Wine Hooligans Assumes US Service Operations of Industry Leader BevZero, Launches Complete End-to-End Solution for Low- and No-Alcohol Brands

Santa Rosa, CA – July/18/2024 – Wine Hooligans, an innovative force in the wine industry, proudly announces they are the sole operations and production licensee of BevZero Services in the US, a pioneering entity in the de-alcoholization sector. In the US, BevZero will now focus on the expansion of its equipment sales and distribution business while retaining an ongoing financial interest in the service operation now led by Wine Hooligans. This strategic move positions Wine Hooligans as an unparalleled provider of comprehensive solutions for low- and no-alcohol brand development as part of its already robust Contract Wine services.

Leveraging BevZero's advanced Spinning Cone Column technology, Wine Hooligans is now equipped to offer an end-to-end service suite for clients venturing into the rapidly growing low- and no-alcohol market. This cutting-edge technology ensures that brands can achieve true scalability, and speed to market. Wine Hooligans' enhanced service offerings now encompass Wine Sourcing & Procurement, Formulation, De-Alcoholization, Logistics, Dry Goods, Compliance, Blending & Filtration, Bottling & Canning, and Warehousing. Further, Wine Hooligans will continue offering the same alcohol adjustment service and high proof alcohol sales BevZero customers have benefited from for the past 30 years.

"We are thrilled to integrate BevZero's technology and expertise into our operations," said Patrick Morgan, COO of Wine Hooligans. "This allows us to provide our clients with a seamless, all-encompassing solution to meet the increasing demand for low- and no-alcohol products. Our dedication to quality and innovation remains steadfast as we expand our services and support our clients in this evolving market."

Jerome Eckert-Nathan, BevZero's CEO stated: "The partnership with Wine Hooligans brings a wealth of new services and resources to our customers in the US. By combining Wine Hooligans wide range of contract wine services and BevZero's de-alcoholization and product development expertise and equipment, customers will benefit from a comprehensive turnkey solution from start to finish."

Wine Hooligans is renowned for producing acclaimed brands such as Impact Hot Prospect Brand Portlandia, Broadside, Shortbread, and Cycles Gladiator. Their team of experienced winemakers and industry experts provides top-tier contract services to a diverse range of clients throughout California. With the addition of BevZero's technology and capabilities, Wine Hooligans is poised to lead the market in delivering high-quality, scalable low- and no-alcohol beverage solutions.

For more information, please contact:
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About Wine Hooligans:

Founded in 2011, Wine Hooligans is a Sonoma County based winery known for its innovative approach to winemaking and its impressive portfolio of brands, including Portlandia, Broadside, Shortbread, and Cycles Gladiator. By combining the talents of seasoned winemakers with a team of industry experts, Wine Hooligans offers an extensive array of contract services to clients across California, ensuring the highest standards of quality and service in the wine industry.

About BevZero:

For over 30 years, BevZero has been a global leader in de-alcoholization and beverage services and equipment. With a commitment to quality and sustainability, BevZero empowers beverage producers to create a wide range of alcohol-free and low-alcohol beverages. BevZero has facilities in Santa Rosa California, Villatobas Spain and Wellington South Africa.