

For Immediate Release

**Willamette Valley Vineyards Announces New California Distribution Partnership
with Serendipity Wines**

June 24, 2025 - Salem Hills, OR – Willamette Valley Vineyards (NASDAQ: WVVI, WVVIP), one of Oregon’s most respected estate wineries, has announced a new distribution partnership with Serendipity Wines in the California market, effective July 1, 2025.

Serendipity Wines brings a curated portfolio of wines and spirits from around the globe, guided by a mission to help customers, suppliers, and employees explore cultures, share stories, and build deeper connections. Their commitment to exceptional service and long-term relationships aligns closely with Willamette Valley Vineyards’ founding values.

“Jim Bernau, founder and president of Willamette Valley Vineyards, built the winery on relationships, ingenuity, and quality. Selecting a wholesaler that shares these values was a natural fit for the winery, and one that will help propel the brand to reach the right consumers in the California market,” said Mike Osborn, CEO of Willamette Valley Vineyards.

“In response to one of the nation’s largest wine and spirits companies exiting the California market, we have chosen to align in the state with a fine wine and artisanal spirits wholesaler. This strategic move reflects our commitment to maintaining strong market presence and service excellence,” Osborn said. “With over 20 years of distribution experience, Serendipity is a proven leader with a focus on customer service and long-lasting partnerships. We are confident that they will offer exceptional and sustainable market growth and expansion across on- and off-premise channels – from premier restaurants and independent wine merchants to national grocery and club store chains.”

Willamette Valley Vineyards houses eleven brands within its portfolio, including classic Pinot Noir and Chardonnay, méthode traditionnelle sparkling wines, and Bordeaux varietals from the Walla Walla Valley. Through their new distribution partner, Willamette Valley Vineyards will make popular wines such as Estate Pinot Noir, Whole Cluster

Pinot Noir and Pinot Gris available to their loyal existing buyers in California and expand to new buyers.

“We are honored to add Willamette Valley Vineyards, an Oregon pillar, to our distribution portfolio,” commented Seth Fagelman, Serendipity Wines CEO. “As a publicly owned winery with a deep commitment to sustainability, we are excited to share the Willamette Valley Vineyards story with existing supporters of the wines as well as those who are not yet familiar with their iconic brands.”

The transition of all California wine distribution to Serendipity Wines will commence in July, with distribution set to begin on July 1, 2025. For more information about Willamette Valley Vineyards, visit www.wvv.com.

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About Willamette Valley Vineyards

Founded in 1983 by President Jim Bernau with the dream of creating world-class Pinot Noir while serving as stewards of the land, Willamette Valley Vineyards has grown from a bold idea into one of the region’s leading wineries, earning the title “One of America’s Great Pinot Noir Producers” from Wine Enthusiast Magazine. In addition, all the vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe programs. With 1,000 acres under vine, Willamette farms its Estate winery in the Salem Hills, sparkling winery Domaine Willamette in the Dundee Hills, pioneering Tualatin Estate Vineyard near Forest Grove and Elton Vineyard in the Eola-Amity Hills. The winery has expanded recently to include 10 tasting rooms in Oregon, Washington and California – growth made possible by the stock ownership of many wine enthusiasts.

About Serendipity Wines

Serendipity Wines is a trusted distributor and national importer of premium wines and spirits, dedicated to delivering exceptional service. For over two decades, the company has built strong relationships with family producers who share a commitment to quality, authenticity, and sustainability.