

E. & J. Gallo Winery has chosen BPF to lead its further development in Finland

Helsinki May 22, 2007 In order to further strengthen its presence in Finland E & J Gallo Winery has appointed BPF, Beverage Partners Finland Oy, as importer and distributor of the company's portfolio.

BPF starts the co-operation July 1 and will manage the entire E & J Gallo Winery brand portfolio including the brands *Gallo Family Vineyards, McWilliams and Dancing Bull*.

Charles Schuller, Central & Eastern Europe Sales Director, said "We are delighted to be partnering with BPF. With our diverse portfolio of brands and BPFs strong presence in both the retail and the Horeca sector we are confident of growing our market share in the Finnish market.

Joakim Ignatius, Managing Director BPF adds " It is a great honour for us that the Gallo Family has chosen BPF as their exclusive distributor in Finland. We are excited about the future prospects that Gallo's strong new world wine portfolio of brands offers us"

Previous to the new partnership (and until June 30, 2007) E & J Gallo Winery worked with V&S Finland.

About Beverage Partners Finland Oy

BPF, a family owned company established in Helsinki in 1999, is today one of the leading import & distribution companies in Finland, working with international brands within wines and spirits on the Finnish domestic and duty-free markets.

BPF is a full-service sales and marketing oriented organisation which is characterized as being "flat" with short channels of command and consequently short reaction time as to company decisions. Close customer contact and high priority of personal sales work together with thorough market understanding are the cornerstones of BPF Oy.

About E&J Gallo Winery

E & J Gallo Winery is one of the worlds foremost wineries in the distribution and marketing of wines globally. Headquartered in Modesto, California, E. & J. Gallo Winery is the second largest winery in the world in terms of volume. Gallo International, with regional headquarters in Frankfurt, London, Miami, Hong Kong and Toronto is the leading California exporter of wine to more then 90 countries. The Gallo Winery is a private family-owned business, with three generations of Gallo family members working within various facets of the company including winemaking, viticulture, sales and marketing.

For further information please contact:

E & J Gallo Winery

Nicolas Jones
Area Manager Nordics
+358 40 5018562
nicolas.jones@ejgallo.com

Beverage Partner Finland Oy

Katarina Pajula
Product Manager
+ 358 9 622 9190
katarina.pajula@bpf-finland.fi