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Kobrand Corporation Named Exclusive U.S. Importer for Buglioni *Trailblazing winery is setting new standards for Valpolicella region*

PURCHASE, NEW YORK (April 1, 2023) — Kobrand Corporation, a leading wine and spirits importer with a distinguished portfolio of hand-selected brands from around the world, is proud to announce the addition of Buglioni to its portfolio of fine wines, effective immediately. Kobrand will be the exclusive U.S. importer for the brand and responsible for all sales and marketing activities in the United States.

“The wines from Buglioni are perfect additions to our portfolio of outstanding producers from around the world and in particular Italy, where we have standard-bearers in each of the classic regions,” said Robert T. DeRoose, President and CEO of Kobrand Corporation. “Since 1944, our company has brought to the American market some of the world’s highest quality, most sought-after wines, over which time we have developed our portfolio to be both complete and diverse. We have been strategic in ensuring that our Italian portfolio is represented by the very top producers in each of the most classic, iconic regions, and we’ve been particularly patient and painstaking in finding the right partner in the important category of Amarone/Valpolicella. When we found Buglioni, we were really impressed and excited with their family philosophy, the new approach to bringing freshness and balance to their wines, their emphasis on quality, and the resulting deliciousness of the line. Buglioni has quickly established itself as one of the most prominent, pioneering producers in Valpolicella.”

A relative newcomer to the category, the Buglioni story began in 1993, when fashion designer Alfredo Buglioni purchased a farmhouse and 3.5 hectares of vineyards in the heart of Valpolicella Classico. Over the past 30 years, Alfredo and son Mariano have built one of the most modern and progressive wineries in the region, expanding the estate to over 60 hectares, all farmed organically since 2019.

“We have been very careful and specific in the development of the Buglioni brand,” says Mariano Buglioni, “and we are excited to take Buglioni wines to a new level in the USA through our partnership with Kobrand. Like us, they are a family-owned company that shares our values and focus on quality.”

Kobrand is now importing four Buglioni wines: “*Il Lussurioso*” Amarone Classico (SRP \$67); “*Il Bugiardo*” Valpolicella Ripasso (SRP \$35); “*l’M)Perfetto*” Valpolicella Classico (SRP \$25); and “*Musa*” Lugana (SRP \$24).

About Kobrand Corporation

Founded in 1944, Kobrand Corporation remains one of the few family-owned wine and spirits companies in the United States. Kobrand's portfolio was meticulously selected according to a single, unerring principle: quality. This continued focus has made the Kobrand name synonymous with wines and spirits of the highest caliber for 75 years. Kobrand is the exclusive agent for an outstanding selection of fine wines, spirits, and sakes from key regions around the world, including the United States, France, Italy, Spain, Portugal, Germany, Japan, Chile, Argentina, and New Zealand. For more information about Kobrand and the portfolio visit <http://www.Kobrandwineandspirits.com>.

About Buglioni

Buglioni is an Italian grape-growing family led by Alfredo Buglioni and his son Mariano, who chose to devote themselves to winemaking in the early 1990s with the goal of becoming one of the leading producers in Valpolicella.

Today the two “Teste Dure” grow their own grapes on 50 hectares of vineyards in Valpolicella Classica, 5 ha in Lugana, and 5 in Bardolino’s area, organically run since 2019. Buglioni makes distinctive wines with native Valpolicella grapes alongside some more unusual and almost forgotten ones. The family blends tradition and research to craft wines expressing the region’s typical terroir with an elegance that connects vineyard and bottle, man and plant.