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Media Contact:
Joe Janish – jjanish@kobrand.com

**Kobrand Corporation Named Exclusive U.S. Importer
for Paul Jaboulet Aîné and La Chapelle Hermitage**
La Chapelle will be marketed as a distinct brand

PURCHASE, NEW YORK (December 6, 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 historic Rhône Valley producer Paul Jaboulet Aîné and the newly minted La Chapelle Hermitage brand to its fine wine collection, effective immediately. Kobrand will be the exclusive U.S. importer for both brands and responsible for all sales and marketing activities in the United States.

“The wines from Paul Jaboulet Aîné and La Chapelle Hermitage are perfect additions to our portfolio of outstanding producers from around the world and in particular France, 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, developing a complete and diverse portfolio. We’ve been particularly strategic in ensuring that our French pillar is represented by the very top producers in each of the most classic, iconic regions, so when this opportunity was presented, we saw it as an ideal complement to our Rhône offerings. We are both honored and thrilled to be partnering with one of the most historic Rhône producers and majestic wines of Hermitage.”

Records show that the label’s founder Antoine Jaboulet was making wine in Tain l’Hermitage all the way back in 1834, making it one of the oldest winemaking properties in Northern Rhône. In 2006, the estate was sold to the Frey family and is now managed by cutting-edge winemaker Caroline Frey, who is credited with restoring the brand’s storied reputation and completely transforming the estate to organic and biodynamic methods.

“Since purchasing Paul Jaboulet Aîné, our family has been focused on maintaining and enhancing the brand’s renown as an icon of excellence in the Rhône,” says Carolyn Frey. “One look at the highly acclaimed and legendary names marketed by Kobrand and it’s easy to understand the decision to partner with such a prestigious importer. Like us, they are a family-owned company that shares our values and focus on quality.”

Kobrand is now importing 20 wines from the Paul Jaboulet Aîné portfolio, led by Parallèle 45 Côtes du Rhône, Domaine de Thalabert Crozes-Hermitage, and Hermitage La Maison Blue; and two from the La Chapelle Hermitage umbrella: La Chapelle and La Chapelle Blanc –Chevalier de Sterimberg.

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 nearly 80 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 Paul Jaboulet Aîné

Founded in 1834 on the hill of l'Hermitage in Tain l'Hermitage, the Paul Jaboulet Aîné House oversees an exceptional heritage that brings together the most famous terroirs of the northern Rhône Valley and produces quintessential great wines. Paul Jaboulet Aîné regards the terroir and the vineyard with the utmost importance. Under the leadership of Caroline Frey, the vines have been certified organic since 2016 and cultivated with a regenerative approach: "Because great wines do not exist without great grapes." Today, Paul Jaboulet Aîné stands as an essential reference and crafts tailor-made cuvées in each of these appellations: Hermitage, Crozes-Hermitage, Saint-Joseph, Cornas, St Péray, Côte-Rôtie, Condrieu, and Côtes-du-Rhône appellations. The cutting-edge winemaking combined with scrupulous care for vines grown in exceptional terroir imparts purity and elegance to all the wines of Maison Paul Jaboulet Aîné, faithfully reflecting their origin.