



O'NEILL
VINTNERS & DISTILLERS

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29. O'Neill Vintners & Distillers

Jeffrey O'Neill, Founder

ANNUAL U.S. CASE SALES VOLUME: 550,000

EMPLOYEES: 230

O'Neill Vintners & Distillers acquired **Cecchetti Wine Company** in 2014, combining the winemaking and sales functions of their respective national wine brands. The new business structure takes advantage of complementary strengths: O'Neill's winemaking and production expertise coupled with Cecchetti's sales and marketing prowess. The combined portfolio includes Cecchetti brands **Austerity**, **Backhouse**, **Exitus**, **Line 39** and **Redtree** as well as O'Neill labels **Camelot**, **Martin & Weyrich** (Moscato Allegro), **Pepi** and **Tin Roof Cellars**.

O'Neill Vintners assumed grape sourcing, winemaking and production responsibilities for all the brands in consultation with Cecchetti winemaker **Bob Broman**. Cecchetti Wine Company founder **Roy Cecchetti** will serve as president of O'Neill Vintners' Case Goods division and lead the national sales organization representing the joint portfolio, including general market sales, distributor management, strategic planning, pricing, programming and key account calls.

Through its extensive vineyards and modern production facilities, O'Neill provides premium winemaking services to the industry as well as its growing portfolio of proprietary brands and control labels. O'Neill Vintners & Distillers was founded in 2004 by **Jeff O'Neill**, former CEO of **Golden State Vintners**.



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