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Organic Growth, Serendipity Wines Joins Forces with Mountain Peoples Wine in California

Austin, TX & Nevada City, CA – Serendipity Wines announced their merger with organic wine distributor Mountain Peoples Wine to further establish its distribution network in California. The combined organization will be known as Serendipity Wines California (SWCA) and will offer significantly expanded sales coverage and distribution capabilities representing a wide range of high-quality wine and spirits products across the state of California.

“We wanted to expand our capabilities to better serve our customers and our suppliers. Michael Michel and Laura Fung and their team have built Mountain Peoples Wine into a well-respected company with a strong focus on customer service, great wine selection focused on Certified Organic and Biodynamic wines, and a people-first culture. Their addition to the Serendipity team greatly accelerates our evolution into one of the go-to beverage distributors in California,” said Seth Fagelman, President and Co-CEO of Serendipity Wines.

“We became familiar with Serendipity as their California distributor for an outstanding organic Italian producer. We were very impressed with their team, strategic plan and company culture so it made perfect sense for our team members, customers and producers to join forces with Serendipity,” said Michael Michel, Owner and President of Mountain Peoples, who will become the Senior Vice President and General Manager for Serendipity Wines California.

Serendipity is committed to continuing to lead the way in providing Certified Organic and Biodynamic wines to the California market with an enhanced portfolio and to service their customers and producers.

Established in Texas in 2002, Serendipity Wines has grown more than ten times over in the last decade and now includes a direct import division alongside its distribution operations in Texas and California. The California market can expect Serendipity’s growing reputation for customer service in support of high quality, terroir-driven wines, to become more of a presence in its favorite restaurants, bottle shops, and grocery chains.

About Serendipity Wines: Serendipity Wine’s vision is to build a business that allows our customers, suppliers and employees to explore cultures, share stories and better connect through wine and spirits. Serendipity thoughtfully curates its portfolio from across the globe while cultivating and maintaining lasting partnerships through elevated customer experiences. For more information visit:

www.serendipitywines.com

About Mountain Peoples Wine: Since 1994, Mountain Peoples Wine has been the leading distributor of certified organic and biodynamic wines throughout California. MPW is committed to working with small family wineries, importers, and farmers who are committed to producing the highest quality organic products.

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