

Pernod Ricard and Trinchero in definitive agreement for sale of Mumm Napa sparkling wines

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Pernod Ricard

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Pernod Ricard and Trinchero Family Wine and Spirits announced the signing of a definitive agreement to transfer sparkling wines activities in the United States, covering Mumm Sparkling California, Mumm Napa and DVX.

Mumm sparkling wines are among the category leaders in North America and represent a significant and strategic addition to the Trinchero portfolio. Upon completion of this transaction, Trinchero will assume exclusive rights to manufacture and produce Mumm sparkling wines (excluding champagne) in the United States and market and distribute them across the United States, Canada, Mexico and select Caribbean markets.

Trinchero is a family-owned wine and spirits company, deeply rooted in the Napa Valley for over 75 years. By adding Mumm Napa to its portfolio, Trinchero will accelerate growth in a high-potential category while expanding its premium portfolio and strengthening its position as one of the top U.S. wine suppliers. With this agreement, Trinchero will assume ownership of the Mumm Napa destination winery and its sparkling wine production facilities located in Rutherford, Napa Valley.

This transaction, which does not include any assets related to the G.H. Mumm Champagne brand or other international

Mumm sparkling wines activities, will enable Pernod Ricard to continue focusing its resources on its portfolio of premium international spirits and champagne brands, in line with its premiumisation strategy. It reflects Pernod Ricard's continuous assessment of its strategic opportunities and active portfolio management, in line with its longstanding policy to deliver sustainable value for its shareholders, employees, clients and partners.

The transaction is aimed to close in Spring 2026, subject to the satisfaction of customary conditions to a transaction of this nature.