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Banville Wine Merchants
Dedicated to Building a Strong Spirits Portfolio

New York, New York – September 12th, 2023 - Banville Wine Merchants affirms its position as a leading importer and distributor for Estate produced and Artisanal Spirits with the appointment of Frank Caiafa, Industry Leader as Director of the Spirits Portfolio. “The idea of curating a spirits portfolio that would share shelf space with such respected labels as Casoni and Samaroli, along with newly crafted gins from Italy (PiuCinque, Ambrosia), vermouths from Oscar.697 and liqueurs from Lunae Essentiae, was an exciting prospect that made me eager to begin from the jump.”- Frank Caiafa.

Caiafa brings wide-ranging Beverage and Hospitality industry experience to the Banville team and will focus his efforts on enhancing the existing portfolio of artisanal spirits with complimentary products and producers. “My focus will be on estate-produced spirits, made with care and with the discerning consumer in mind. The products that have become staples in the marketplace have all started there and it will be my mission to match the fine wines that Banville represents with exemplary companions.”- Frank Caiafa.

As of August 1st Banville Wine Merchants is the exclusive distributor in New York, New Jersey and Washington DC for the warmly regarded distilled spirits brand, Prichard’s Tennessee Whiskey. Caiafa explains, “Phil Prichard (owner and Master Distiller) is an unsung personality of the craft whiskey movement and being able to offer his line of products is a great start in the domestic whiskey category for Banville.”

“We have always maintained a small selection of high-quality artisanal spirits producers in our wholesale markets. We have identified the category as an area of opportunity for us and feel that with the consolidation in the marketplace, there is a great opportunity for us to represent top distillers that represent the same core values on which we have built our wine portfolio. We have begun rolling out this new initiative this month with Prichard’s and we have several new partnerships on the immediate horizon.” – Michael Papaleo, Vice President of Business Development.

Banville Wine Merchants’ continued goal is to partner with producers who are passionate and define their categories. With the additional vision and focus of Caiafa on the Spirits Portfolio, Banville Wine Merchants is poised to become a formidable player in the Craft and Artisanal spirits market.

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About Frank Caiafa

Caiafa is a 2017 James Beard Foundation Award finalist and an accomplished author. He is the author of “The Waldorf Astoria Bar Book” (Penguin), and his topical writing and personal recipes have been published in numerous periodicals and books including the New York Times, Wine Enthusiast, Whisky Advocate, and Punch among others. Caiafa’s hospitality experience includes the role of beverage director of Peacock Alley and La Chine at The Waldorf Astoria from 2005 until the hotel’s closure for renovations in 2017 and has led him to be called upon to contribute to concepts for The Arizona Biltmore, The Intercontinental NY Barclay, the Fairmont Austin, The Garden City Hotel, Waterstone Resort and Marina in Boca Raton and the lauded NoHo bar, The Vault at Pfaff’s among others.

About Banville Wine Merchants

Banville Wine Merchants is a female-owned National Importer of fine wine, artisanal beer and craft spirits with Wholesale companies in New York, New Jersey, Washington DC, Virginia and Oregon. Founded in 2004 with deep roots in Italy, today Banville Wine Merchants represents meticulously selected wineries and distilleries from top-producing regions around the world that share a common belief in integrity, quality, authenticity and family. For more information please visit www.BanvilleWine.com.

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