

## FOR IMMEDIATE RELEASE

### Banville Wine Merchants Welcomes Industry Veteran Jonathan Schwartz to the Team

**New York, NY – October 15, 2024** – Banville Wine Merchants, a leading fine wine and spirits importer and distributor, is excited to announce the addition of Jonathan Schwartz as the General Manager for the NY/NJ wholesale division. Jonathan, who officially began his role on September 30, 2024, brings over two decades of experience in the NY/NJ fine wine and spirits industry and is poised to make a significant impact at Banville.

Lia Tolaini-Banville, Owner of Banville Wine Merchants, expressed her excitement about the new addition:

*"We are thrilled to welcome Jonathan Schwartz to the Banville family. His experience and passion for fine wines, paired with his dedication to relationship-building and business growth, make him a perfect fit for our company. Jonathan's values align perfectly with our commitment to quality and integrity. His impressive track record of innovation, leadership, and growth gives us supreme confidence for Banville's future in America's most competitive fine wine market. Looking at his early work promoting the nascent Grower Champagne category, his accomplishments in curating a progressive American wine portfolio, or his contributions to the inception and adoption of the craft spirits revolution, Jonathan has quietly and consistently been a driving force behind many of America's most consequential wine and spirits movements for the past twenty years. We could not be more enthused to have him join our dynamic team."*

Jonathan's work experience includes leadership roles at both Skurnik Wines and Spirits and VINTUS Wines. His extensive expertise in sales, portfolio management, and wholesale operations will be instrumental in driving growth and expanding market reach at Banville.

Reflecting on his new role, Jonathan commented:

*"It's an honor to join Banville, and I'm eager to collaborate with Lia, and the entire team. I intend on first earning the trust and respect of my new colleagues by demonstrating an exemplary work ethic, fostering a culture of creativity, and above all, adhering to an unwavering commitment to fairness and ethical practices. Together, I'm certain we'll achieve great things and continue Banville's trajectory of excellence."*

For more information, please contact:

Banville Wine Merchants

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#### About Banville Wine Merchants:

Banville Wine Merchants, headquartered in New York, is a premier importer and distributor of fine wines and spirits. With a dedication to offering high-quality, authentic products, Banville has established itself as a trusted partner for winemakers and customers alike. The company prides itself on building strong relationships within the industry and providing exceptional service and expertise.