

**FOR IMMEDIATE RELEASE
Banville Wine Merchants Announces Exclusive National Representation of Maison Noir Wines.**

**New York, November 4, 2024** – Banville Wine Merchants, the New York-based fine wine importer and distributor founded by Lia Tolaini-Banville and her late father Louie Tolaini, is excited to announce the addition of Oregon-based Maison Noir Wines to Banville’s National Portfolio.

Founded in 2007 by sommelier André Hueston Mack, Maison Noir Wines have been at the forefront of the wine business since its inception. Celebrated for its fusion of bold labels with Oregon’s top-tier vineyards, Maison Noir Wines fully aligns with Banville’s values of integrity and authenticity.

*“André is a powerhouse and an inspiration to everyone in the wine industry” said Lia Tolaini-Banville, owner of Banville Wine Merchants. “Adding Maison Noir Wines to our national portfolio is a natural next step for Banville, building on the success we have enjoyed since 2010 with André's wines in our direct wholesale markets. We’re excited to expand Maison Noir Wines’ footprint across the country.”*

Mack forged an unconventional path, leaving his role at New York's three-star Michelin restaurant Per Se to embrace entrepreneurship and pursue his passion for winemaking. He offers accessible wines with playful labels like “O.P.P. (Other People’s Pinot),” “New Noir,” and “Oregogne.” Since its founding, Maison Noir Wines has grown into a national sensation, and Mack has expanded his influence into other ventures including graphic design, dining establishments, and as the host of Bon Appetit’s *World of Wine.*

*“Working with Banville is working with family. Lia and the Banville teams’ passion, dedication and strong industry relationships have been crucial to this partnership,” said Mack. “I have spent the past decade building Maison Noir Wines with my own blood, sweat, and tears and I am confident that this new collaboration will accelerate Maison Noir Wines’ trajectory in the US.”*

Maison Noir Wines derives from thirteen premium vineyards across the Willamette Valley and features a diverse range of wines that include everyday bottles to complex, high-end collectibles. As Maison Noir Wines has grown, the lineup has expanded from the original selections of OPP, Knock on Wood, Love Drunk, Touche, P-Oui, XL, and Horseshoes & Handgrenades to include additions such as Bastardo Jackson, Free Gamay, Gamma Ray, and other exciting terroir-driven expressions.

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**About Banville Wine Merchants**Banville Wine Merchants is a New York-based fine wine importer with direct distribution in New York, New Jersey, Washington DC, Virginia, Maryland and Oregon as well as an agency in Toronto, Ontario in Canada. Banville’s meticulously curated import portfolio focuses on Italy but has expanded to include Argentina, Austria, France, Germany, New Zealand and the USA to its national selection. Guided by a steadfast commitment to integrity, authenticity and the essence of family, Banville offers products that tell a compelling story and reflect a distinct sense of place.

[www.banvillewine.com](http://www.banvillewine.com)