

FOR IMMEDIATE RELEASE

Banville Wine Merchants Announces a Distribution Agreement with Jorge Ordóñez Selections in New York, New Jersey, and Pennsylvania

New York, NY – February 3rd, 2025 - Banville Wine Merchants is delighted to announce a distribution agreement with Jorge Ordóñez Selections for the states of New York, New Jersey, and Pennsylvania beginning March 1st, 2025.

"I'm thrilled to collaborate with Jorge Ordóñez Selections, a company that understands explicitly the importance of quality and provenance in wine," says Lia Tolaini-Banville, owner of Banville Wine Merchants. "Their focus on importing wines from the top artisanal producers in Spain aligns seamlessly with our belief in showcasing authenticity and terroir. This partnership represents a shared vision to honor tradition while building opportunities for the future of fine wine."

Jorge Ordóñez Selections (JOS) is a family-owned and multi-generational company dedicated to showcasing the diversity and excellence of Spanish wines. Founded in 1987 by Jorge Ordóñez, the company revolutionized the U.S. wine market by introducing artisanal Spanish wines at a time when the market was dominated by large commercial brands. Over the decades, Jorge has been instrumental in preserving Spain's winemaking traditions and bringing attention to its unparalleled diversity of indigenous grape varieties and terroirs. Today, the company represents 27 estate wineries, five of which are the family's own properties, and all are committed to traditional viticulture and quality production. Today Monica & Victor Ordóñez, Jorge's children, are leading JOS into the next generation and remain dedicated to honoring Spain's winemaking heritage while building for the future.

"We are delighted to expand our distribution relationship with Banville Wine Merchants to our entire portfolio in the New York, New Jersey, and Pennsylvania markets," says Victor Ordóñez. "With family roots in fine wine distribution dating back three generations, it's obvious to us that Banville's family-oriented values, attention to detail, and commitment to hospitality, customer service, and fine wine will make them fabulous stewards for the wineries we represent."

For more information or interview opportunities, please contact:

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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 selections, 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.

Jorge Ordóñez Selections is a family-owned importer and national agent for Spanish wines in the U.S. and Puerto Rico. Founded in 1987 by Jorge Ordóñez, the company champions artisan, family-owned wineries that highlight Spain's diverse indigenous grape varieties and terroirs. Now led by Monica and Victor Ordóñez, the company continues to promote Spain's fine wines through education, provenance, and respect for tradition.