

FOR IMMEDIATE RELEASE

## **BANVILLE WINE MERCHANTS ANNOUNCES DISTRIBUTION EXPANSION TO PENNSYLVANIA**

New York, NY – March 7<sup>th</sup>, 2025 – Banville Wine Merchants is pleased to announce an expansion of its distribution network to Pennsylvania, marking a major milestone that brings incredible opportunities for growth in this important market. In addition, Banville is thrilled to welcome industry veterans Chris Papariello and Sue Frantz to the Banville team in Pennsylvania. Their extensive experience and expertise in the industry will be invaluable as the company builds its presence across the region.

“I am proud to open Banville Wine Merchants Wholesale in Pennsylvania,” says Lia Tolaini-Banville, owner of Banville Wine Merchants. “We look forward to working closely with our new colleagues who have the experience and know-how to ensure the success of our portfolio in this important market.”

“This venture came together very quickly due to the obvious synergies and shared values of both parties. Simone Luchetti and Lia Tolaini-Banville are smart and impressive people,” comments Chris Papariello. “I believe our PA-based team is very fortunate to have found such high quality partners. Banville has an impressive team and a world-class portfolio. We are excited to take these brands to the PLCB, in addition to fine wine restaurants and the grocery chain channel. For me this new opportunity represents a unique chance to go back and work with many colleagues that I have long standing relationships with and I’m also excited to meet some of the new stakeholders across the industry.”

By uniting Banville’s world-class portfolio with the expertise of our new Pennsylvania team, Banville is poised to foster meaningful relationships, deliver best-in-class service, and strengthen its role as a trusted industry partner. Banville Wine Merchants looks forward to collaborating with local partners in Pennsylvania, expanding our reach, and delivering on our promise to provide quality, authenticity, and hospitality to wine enthusiasts across the region and beyond.

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.