



## LOOSEN BROS. USA LLC

### COMPANY PROFILE

LOOSEN BROS. USA is a dynamic fine wine importer headquartered near Portland, Oregon. We are committed to representing winemakers and estates from around the world who are at the pinnacle of their respective regions, with a primary focus on Riesling and Pinot Noir. We dedicate ourselves to tasting and selecting wines that have a genuine sense of both place and character, and it is our ongoing mission to build the reputation of each of our producers by strengthening our distributor partnerships and market presence in the United States.

The company was founded in 2003 for the purpose of developing a more stable and effective import platform for the wines of Ernst Loosen's two German wine estates, Dr. Loosen and Villa Wolf. With the rapidly growing success of the Dr. L Riesling brand, it had become essential to better manage distribution and pricing across the U.S. Starting modestly, with just two employees, LB USA at first covered only a dozen states. In 2006, a third employee was hired and the company took on the remaining states, focusing first on major markets and gradually opening the secondary markets. The company now has eight employees and distribution partners in all 50 states.

#### *Wine Estates with History and Vision*

In 2010, LB USA made its first foray into expanding the portfolio by adding Weingut Robert Weil, the leading producer of the Rheingau region. Estate owner Wilhelm Weil is a cousin and lifelong friend of Ernst Loosen, so it was a natural fit with our overall concept of representing friends who produce wines of exceptional character and quality. Since then, several other outstanding producers have joined the portfolio, all of whom are good friends who produce exceptional wines and represent the finest of their area.

Also in 2010, Ernst Loosen entered into a partnership with Oregon winemaker Jay Somers, founder of the J. Christopher brand. Erni invested in property and winery construction, giving Jay a dedicated winemaking facility and estate vineyards for the first time. LB USA now represents J. Christopher nationally.

Portfolio growth will continue in a thoughtful and organic manner as producer partnership opportunities arise. Our primary criteria are that the estates we represent have a long history of superior quality, with a deep respect for the traditions of their region, but also the vision to be innovative and progressive for the future. They should also be fun people to travel with because this is the wine business, which is all about enjoying life, and we will often be on the road together. If they are already good friends, all the better. But we are always open to making new friends!

#### *The portfolio now includes:*

- Dr. Loosen (Mosel)
- Robert Weil (Rheingau)
- Maximin Grünhaus (Ruwer)
- Domaine de Bellene (Burgundy)
- Gantenbein (Switzerland)
- Villa Wolf (Pfalz)
- Wittmann (Rheinhessen)
- Fritz Haag (Mosel)
- Maison Roche de Bellene (Burgundy)
- J. Christopher (Willamette Valley, Oregon)