

LOOSEN BROS. USA

Wine Estates with History and Vision

Company Profile

LOOSEN BROS. USA is a fine wine import company owned by Ernst Loosen (owner of Dr. Loosen) and headquartered near Portland, Oregon. We are committed to representing wine estates from around the world that are at the pinnacle of their respective regions, with a primary focus on Riesling and Pinot Noir. We dedicate ourselves to 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 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 10 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 outstanding 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 invested in an Oregon wine project by partnering with the already established and well-respected J. Christopher brand. Erni purchased a 40-acre property, developed an estate vineyard and funded the construction of a new winery building in order to expand the production and global reach of the brand. LB USA 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 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. Sustainability and environmental responsibility are core values for the producers we work with. 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
- **Fritz Haag**, Mosel
- **Maximin Grünhaus**, Ruwer
- **Zilliken**, Saar
- **Domaine de Bellene**, Burgundy
- **Sanssouci**, Languedoc
- **Gantenbein**, Switzerland
- **Castello di Morcote**, Switzerland
- **Loosen Bros.**, Mosel (Dr. L)
- **Villa Wolf**, Pfalz
- **Robert Weil**, Rheingau
- **Wittmann**, Rheinhessen
- **Maison Roche de Bellene**, Burgundy
- **J. Christopher**, Oregon
- **Jim Barry Wines**, Australia

The People

THE TEAM AT LOOSEN BROTHERS USA is a growing family of hard-working professionals who are passionate about fine wine and are dedicated to pursuing the company's mission of building the U.S. market for our highly selected portfolio of superior producers. Although necessarily scattered about the country, we are united in our efforts through our shared respect for our producers and our mutual fanaticism for wines of true substance and character.

Kirk Wille, President and Director of Marketing

Kirk is a lifelong Riesling fanatic who has been doing graphics work and media relations work for Dr. Loosen since 1996. He helped Ernst Loosen establish the Eroica joint venture with Chateau Ste. Michelle, as well as the partnership with J. Christopher. He has been with Loosen Bros. USA since it was founded in 2003.

Clifford Robben, Vice President of Finance and Operations

Cliff is a trained accountant who came to us from our CPA firm in 2010. He is now responsible for all financial aspects of Ernst Loosen's various ventures in the U.S., and has taken on the role of General Manager of the J. Christopher winery.

David Yang, Vice President of Sales & Distribution and Director of Sales – West

With us since June of 2019, David is an executive with extensive Sales & Marketing experience in the alcohol beverage industry in both the USA and international markets. David started his career in the wine industry in New York and most recently served in an international role as the National Sales Director for Summergate Fine Wines & Spirits, a leading importer and distributor in Asia Pacific. David is based in Portland, Oregon, and will directly manage the West region alongside his national role.

Molly Sweeney, Director of Sales – Midwest & New England

Molly is an Ohio native who has been with us since 2014. Before that, she owned and operated a group of restaurants in Ohio before diving into the world of fine wine in 2002. She also has prior experience as National Sales Director for another importer of German wines. Based in Cincinnati, Ohio.

Kelly Richardson, Director of Sales – East

Kelly is a certified sommelier through Johnson and Wales University, who came to us in 2016. She brought extensive experience to our team, having previously worked on both the distribution and supplier sides of the wine business. Based in Ft. Lauderdale, Florida.

Jeff Marazoni, Analytics & Trade Marketing Manager

With us since 2018, Jeff is another experienced professional who has been involved in all aspects of operations of wine import companies for over 15 years. He provides indispensable behind-the-scenes sales and administrative support for our regional sales directors, as well as in-depth analysis for business planning.

Jared Hester, Operations Manager-

The newest member of our team, Jared is a disciplined member of the U.S. Army Reserve who handles order processing, receivables and payables, and state compliance. Jared works in our Oregon City office.