



**MHW Ltd. Rolls Out Significant International Expansion –
Innovative Service Platform Facilitates Beverage Alcohol Exports to Europe**
Templeton Rye is the first supplier to partner with MHW in Europe

FOR IMMEDIATE RELEASE October 9, 2018 (Manhasset, NY) – MHW, Ltd., the leading service provider for wine, beer, cider and spirits in the U.S., has announced a significant international business expansion. Effective immediately, the company will offer U.S. and international beverage alcohol companies a model to build their export business to Europe, with other world regions to follow. As part of their global expansion, MHW has also announced that craft spirits leader, Templeton Rye, will be the first major brand distributed to European markets through their new service platform.

“We are delighted that Templeton Rye, an industry leader, chose MHW to efficiently realize their export goals through one seamless business solution that maximizes brand control and market opportunity from day one,” says Gabe Barkley, Chief Executive Officer of MHW, Ltd.

John Beaudette, President of MHW, Ltd. continues, “There is a growing demand for U.S. craft products in Europe that we are now able to serve with a depth of distribution and reach that has been previously unavailable to producers without substantial investment. Our goal is to become a trusted advisor for brands looking to enter European markets by leveraging the practices that have driven decades of success in the U.S.”

Since 1995, MHW has consistently paved the way in uncovering new opportunities and designing innovative business solutions. MHW, a nationally licensed importer and distributor, serves over 350 wine, spirits and beer clients in the U.S. sourced from over 80 different countries, representing annual volumes between 100 and 1,000,000 cases sold. The key aspects of MHW’s European service leverage decades of operational expertise, including: (1) a seamless transition for brands looking to grow their exports; (2) a cost-effective model for market entry that can be customized to one or many countries; and (3) the ability to build a European business infrastructure with one single service provider and no back office employee overhead.

“Templeton Rye is delighted to enter European markets for the first time in partnership with MHW,” says Shane Fitzharris, Executive Vice President of Global Sales for Templeton Rye. “We’re seeing unprecedented demand for Templeton Rye Whiskey internationally and we’re able to focus on brand-building for our European consumers while MHW facilitates the critical operational support we need to succeed.” In addition to their European agreement with MHW, Templeton Rye has also recently started exporting to Japan, New Zealand, South Korea and India with further plans to increase their international footprint in 2018 and 2019. The implementation of a global roll-out of the brand is supported by the opening of their new \$35-million Templeton whiskey distillery in Iowa in August 2018.

The MHW European platform will operate through a logistics hub in the Netherlands with additional expertise in the United Kingdom, and turnkey back-office support from over 100 professionals based in New York. Services include: compliance and European legislation consulting; customer

service; operations support; and accounting, all supported by a best-in-class technology suite providing real-time business intelligence to clients.

For more information, including management team interviews, please contact: Helen Gregory, helen@gregoryvine.com, and Natasja Mallory, natasja@gregoryvine.com.

ABOUT MHW, Ltd.

MHW, Ltd. is a nationally-licensed beverage alcohol importer, distributor, and service provider, leading the industry since 1934. With licenses in all 50 states, MHW is the preferred partner for established and aspiring brands in wine, spirits, and beer. MHW works with suppliers in over 80 countries, providing operations, logistics, compliance, sales distribution, marketing and new brand development for their clients. For more information, visit www.mhw ltd.com.

ABOUT TEMPLETON RYE

Templeton Rye Whiskey tracks back to the early 1920s when residents of Templeton distilled a much sought-after rye whiskey. That bootlegging enterprise, forced underground during the Prohibition era, nonetheless flourished during that period. Today, the whiskey may be slightly different—instead of stills in basements and barns, the company has a modern, legal plant—but the entrepreneurial spirit remains true to Templeton's roots. On August 7, 2018, Templeton Rye Spirits, LLC marked the beginning of a new chapter, highlighting a rich history with the community they call home by the official opening of the Templeton Distillery in Iowa. The 34,500 square-foot distillery, a \$35 million project, was a significant investment in the community of Templeton.

Templeton Distillery Snapshot

- 55,000 square-foot barrel aging warehouse that can store up to 54,000 barrels
- Located on 20-acres of land just east of downtown Templeton
- Produces up to 500,000 proof gallons of rye whiskey annually
- Features stills imported from Scotland to produce the highest quality spirits
- 28 employees, up 17 positions from previous staffing needs
- Includes museum, visitor center and tasting room

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