

GRAVITAS Wine Marketing & Sales Acquires Rising Star Wine Group

Acquisition expands GRAVITAS' California wholesale distribution

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EINPresswire.com/ -- GRAVITAS Wine Marketing & Sales, a California fine-wine sales, marketing and distribution

company, today announced the acquisition of **Rising Star Wine Group**, a California wholesale wine broker and distributor serving the state's wine trade since 2003.

The logo for GRAVITAS wine marketing & sales. The word "GRAVITAS" is in a large, bold, sans-serif font. Below it, "wine marketing & sales" is in a smaller, lowercase, sans-serif font. The entire logo is enclosed in a light gray rectangular border.

The acquisition expands GRAVITAS' statewide reach, adds veteran sales representatives and brings the company's sales organization to nearly **30** representatives throughout California. It also adds nine established California wineries and a French import portfolio with particular strength in Burgundy.

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Robert Kirkbride

GRAVITAS is led by **Robert Kirkbride**, President & Partner, and **Aaron Campbell**, Founder, whose combined experience in hospitality, fine-wine sales, importing and wholesale distribution will guide the integration.

Statewide Sales Expansion

Rising Star's veteran representatives bring established account relationships and deep local market knowledge to GRAVITAS. The expanded team will provide broader coverage for restaurants, retailers and fine-wine buyers while maintaining the personal relationships that define specialized wine distribution.

“Rising Star has spent more than 20 years developing relationships with the California wine trade and championing small-production, quality-driven wineries,” said Kirkbride. “Bringing Rising Star into GRAVITAS allows us to build on that history while giving our team greater reach and an even stronger platform from which to serve producers and customers.”

The combined organization will coordinate sales coverage, producer communication, trade education and market development throughout California.

Established Producers with Strong Restaurant Histories

The acquisition adds producers already familiar to many California wine directors and sommeliers, offering regional, estate and single-vineyard wines suited to by-the-glass programs, food-driven lists and cellar selections.

****Laird Family Estate**** brings more than five decades of Napa Valley farming history. The family farms more than 2,000 planted acres, with its estate label drawing from vineyards in Oak Knoll District, Yountville, Los Carneros and southern Napa Valley.

****August West****, founded with the 2002 vintage, produces Pinot Noir, Chardonnay and Syrah from partner vineyards in the Russian River Valley's Green Valley and Santa Lucia Highlands.

****Kenefick Ranch**** is a 125-acre Calistoga estate with vineyard history dating to the late 1800s. The Kenefick family purchased the ranch in 1978 and launched its estate portfolio in 2002.

****Red Stitch****, founded with the 2007 vintage, produces Napa Valley Cabernet Sauvignon and Santa Lucia Highlands Pinot Noir and Chardonnay.

****Saint Helena Winery****, founded in 2000, is a 13-acre St. Helena estate focused on small-production Cabernet Sauvignon, led by winemaker and vineyard manager Lindsey Wallingford with consulting winemaker Aaron Pott.

****Côteière****, founded in 2006, is a winemaker-owned Central Coast producer working with vineyards in Sta. Rita Hills, Santa Maria Valley and several California regions for its Bordeaux-variety wines.

****Ty Caton Vineyards**** is an estate producer in Moon Mountain District Sonoma County, with 40 planted hillside acres and a Cabernet-focused program dating to the 2002 vintage.

****Paloma Vineyard****, located on Spring Mountain, released its first Merlot from the 1994 vintage. Its 2001 Merlot was named Wine Spectator's 2003 Wine of the Year.

****Chloe Imports****, founded in 1997, adds a family-focused European portfolio with particular depth in Burgundy, including historic producers Capitain-Gagnerot and Domaine du Prieuré.

Together, these additions broaden the GRAVITAS portfolio while preserving the company's focus on producer identity, thoughtful market positioning, trade education and long-term brand development.

Preserving Rising Star Relationships

Since 2003, Rising Star has built its business around limited-production wines, independent family producers and long-standing relationships with California accounts.

"We have enormous respect for what Rising Star has built," Kirkbride said. "Our responsibility is to invest in those relationships, support the people who built them and give the combined organization the resources to become stronger."

Winery partners will gain access to a larger statewide team, while customers will continue working with representatives who understand their local markets and buying needs.

About GRAVITAS Wine Marketing & Sales

GRAVITAS Wine Marketing & Sales is a California-based fine-wine sales, marketing and distribution company representing producers from California and around the world. GRAVITAS combines experienced sales leadership, strategic brand development and disciplined market execution with responsive customer service and long-term producer stewardship.

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