



## J&A Sell-Side M&A Report

# Boutique Winery Sector M&A Transactions and Valuations

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### AUTHORS

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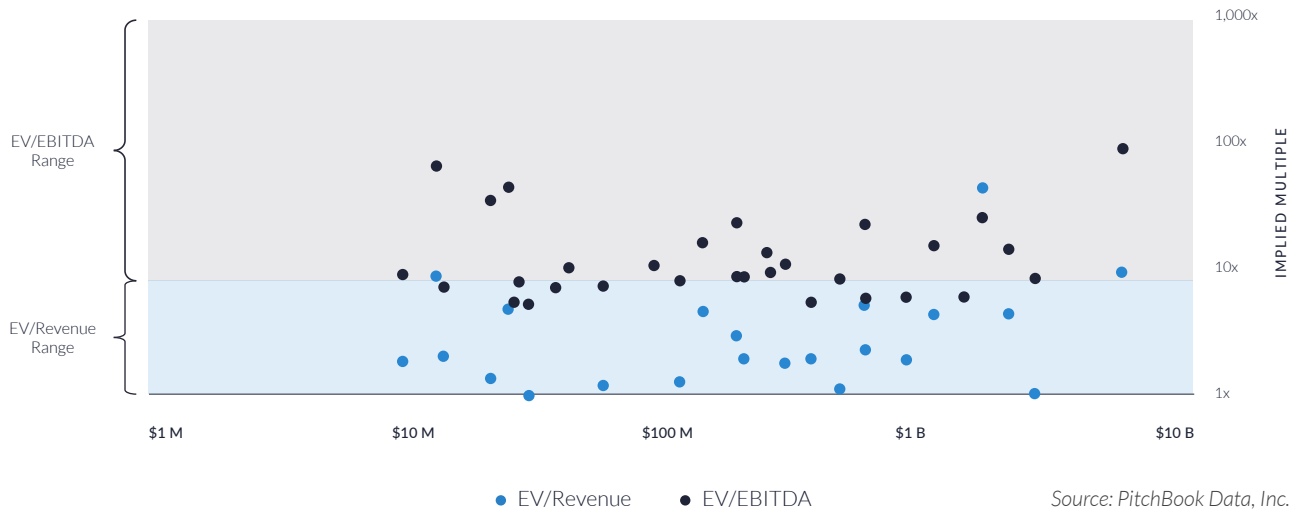


Investors actively pursue premium brand equity, direct-to-consumer expansion, and strategic vineyard acquisitions in the boutique winery industry. As demand grows for high-end, estate-grown wines, mergers and acquisitions drive industry consolidation, portfolio diversification, and geographic expansion. Investment patterns emphasize scarcity-driven pricing, luxury branding, and consumer loyalty, reinforcing the sector's resilience and long-term growth potential.

This report examines M&A transaction trends, valuation metrics, and capital flows from Q1 2020 to Q4 2024, providing a detailed analysis of strategic acquisitions, investment patterns, and market positioning. It evaluates major deals, including Shinsegae Property's acquisition of Shafer Vineyards, Treasury Wine Estates' acquisition of Frank Family Vineyards, and Silver Oak Cellars' acquisition of Ovid Napa Valley, assessing strategic rationale, valuation multiples, and competitive impact.

Additionally, the report explores valuation trends, including EV/revenue and EV/EBITDA multiples, to deliver insights into pricing patterns, investor expectations, and sector growth dynamics. It serves as a resource for investors, financial advisors, corporate executives, and industry stakeholders, offering a comprehensive perspective on market consolidation, emerging opportunities, and strategic direction in the boutique winery sector.

## Transaction Valuation Multiples in the Boutique Winery Sector Analysis (Q1 2020 – Q4 2024)



\*The X- and Y-axes have been converted to a logarithmic scale to better visually represent the data.

EV / REVENUE			
MEAN 4 X	MEDIAN 2 X	MINIMUM 1 X	MAXIMUM 46 X
EV / EBITDA			
MEAN 17 X	MEDIAN 9 X	MINIMUM 5 X	MAXIMUM 93 X

- Valuation multiples are based on a sample set of M&A transactions in the boutique winery sector, using data collected on March 17, 2025.
- Enterprise values range from \$9 million to \$5 billion, demonstrating a mix of small

boutique wineries and large premium brands. Larger wineries leverage broader distribution, strong brand recognition, and diversified product lines, while smaller wineries focus on niche markets and limited production capacity.

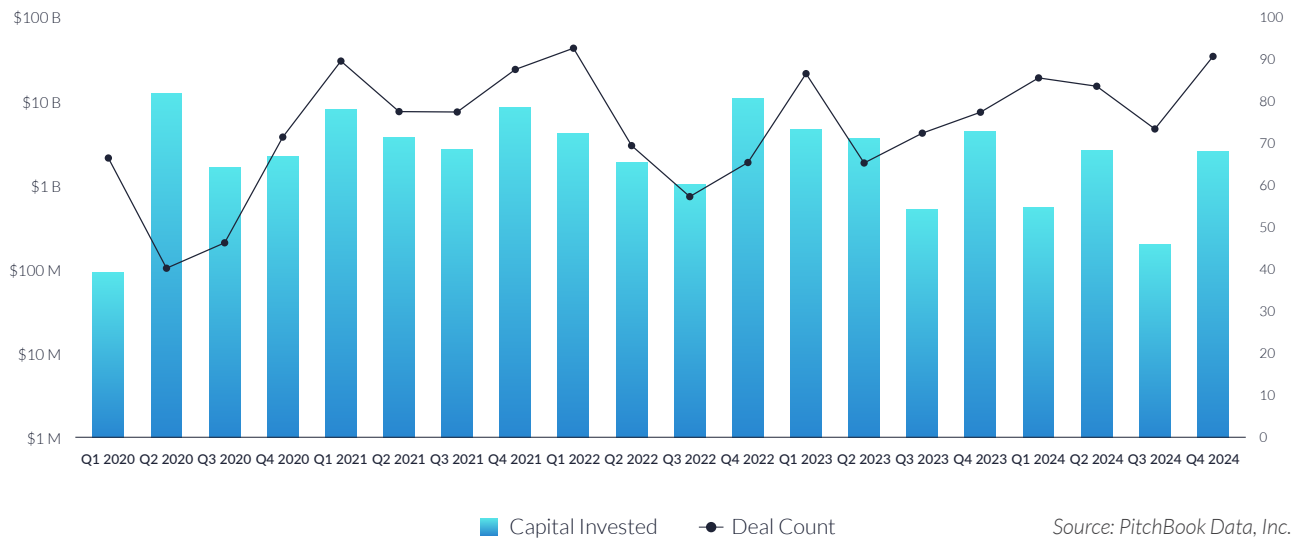
- Several wineries trade at EV/revenue multiples above 9x, reaching up to 45x, signaling strong investor confidence in brand equity, pricing power, and market positioning. These high multiples reflect luxury branding, limited production, and direct-to-consumer sales models, which enhance revenue efficiency and justify premium valuations.
- EV/EBITDA multiples vary from 5x to 93x, reflecting both stable, cash-generating wineries and growth-oriented businesses reinvesting in expansion. Higher multiples suggest capital-intensive operations, ongoing vineyard acquisitions, or aggressive brand-building strategies, while lower multiples indicate mature wineries with steady profitability and controlled costs.



## CAPITAL MARKETS ACTIVITIES

The data highlights transaction trends, valuation metrics, and geographic investment patterns in the boutique winery sector. Rising demand for premium, estate-grown wines, direct-to-consumer sales, and brand exclusivity has fueled M&A activity and investment. Strategic acquisitions and private equity buyouts are expanding luxury wine portfolios, vineyard holdings, and high-margin distribution networks. These trends are driving industry consolidation, vertical integration of vineyard-to-bottle operations, and the expansion of global sales channels to reach affluent wine consumers.

## Announced M&A Transactions in the Boutique Winery Sector (Q1 2020 – Q4 2024)

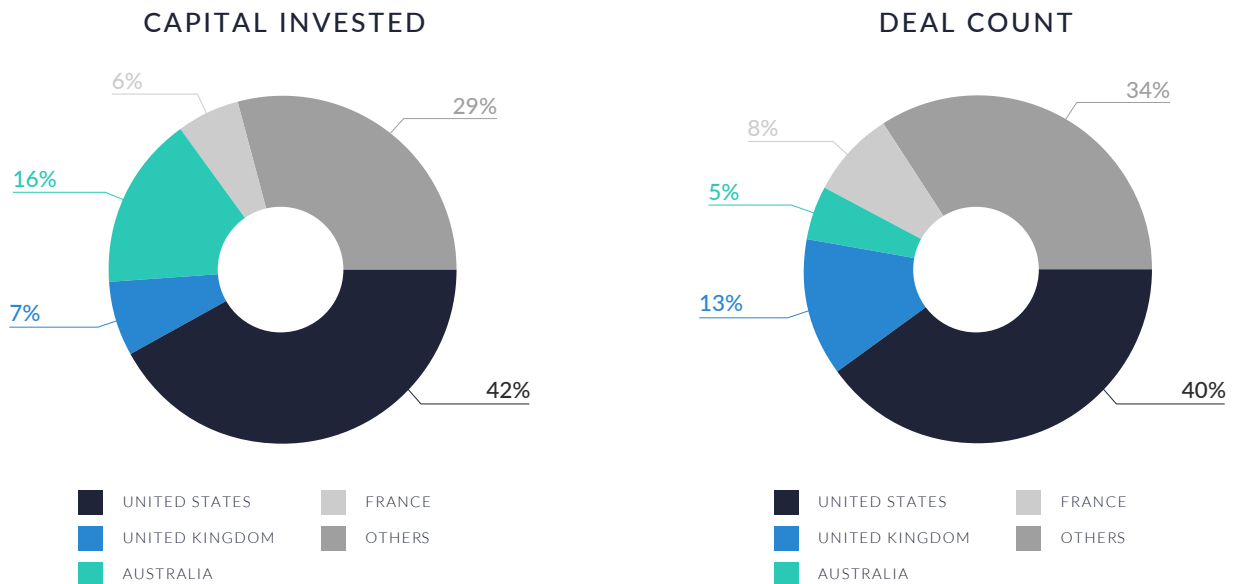


\*The X- and Y-axes have been converted to a logarithmic scale to better visually represent the data.

- Over 20 quarters, investors deployed \$64 billion across 1,375 transactions, demonstrating consistent capital flow into boutique wineries. Capital investments supported sector growth, acquisitions, and premium brand positioning.
- Investment surged to \$11 billion in Q2 2020 and \$10 billion in Q4 2022, reflecting strategic acquisitions, portfolio expansion, and premium brand consolidations. These peaks highlight strong demand for high-end wineries and opportunities to scale distribution and direct-to-consumer sales.
- Quarterly investments fluctuated between \$185 million and \$11 billion, depending on deal size, investor priorities, and shifting winery valuations. Lower investment periods indicate targeted capital allocation, while higher investment periods signal strong confidence in premium winery acquisitions and brand expansion.
- Deal activity remained steady, averaging 69 transactions per quarter. Investors actively acquired growth-stage wineries, established legacy brands and luxury wine portfolios, sustaining M&A momentum and creating expansion opportunities in the sector.

The graphs below present the geographic distribution of transactions, providing additional detail on regional trends and investment dynamics.

## Breakdown of Announced M&A Transactions in the Boutique Winery Sector by Country (Q1 2020 – Q4 2024)

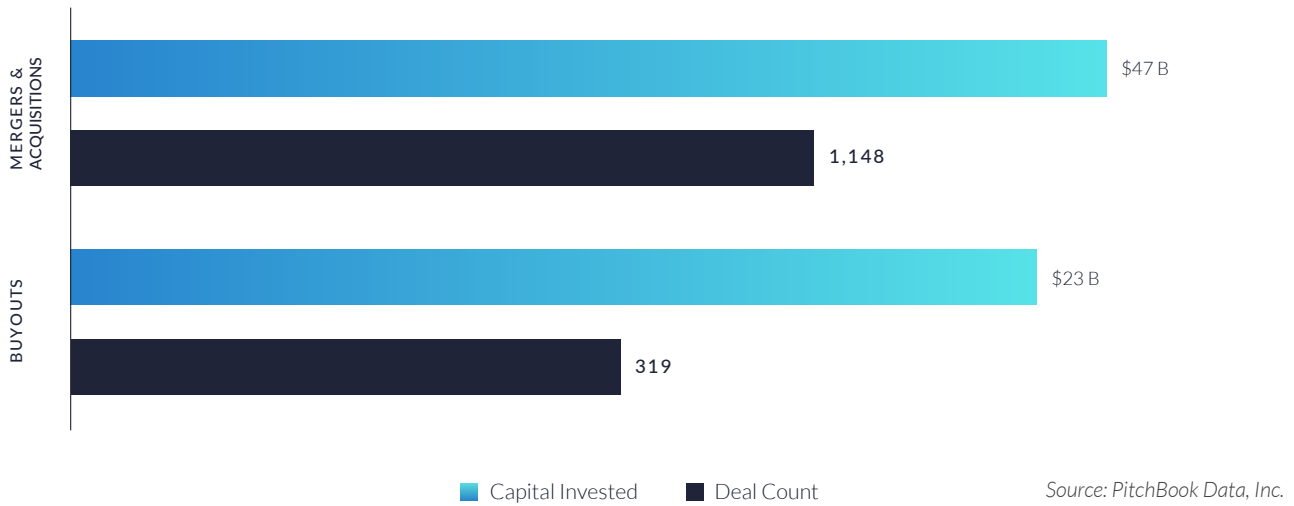


Source: PitchBook Data, Inc.

- US investors contributed 42% of the total capital deployed in the boutique winery sector, making them the largest source of funding. The US also hosts 40% of total deals, reinforcing its role as the most active market for winery acquisitions and investments.
- The United Kingdom (13%) and France (8%) maintain steady deal flow, while Australia accounts for 5% of global winery transactions. Investors continue to explore strategic acquisitions and expansions in premium wine markets worldwide.
- Investments in emerging and international regions account for 29% of capital invested and 34% of total deals, reflecting a growing interest in boutique wineries beyond traditional wine-producing regions. Expanding markets include South America, parts of Europe, and Asia, where demand for premium wines continues to rise.

The deal-type dynamics below set the stage for understanding how capital flows and strategic priorities shape the boutique winery sector's growth and landscape.

## Breakdown of Announced M&A in the Boutique Winery Sector by Deal Type (Q1 2020 – Q4 2024)



- Investors deployed \$47 billion across 1,148 mergers and acquisitions, accelerating industry consolidation and premium brand expansion. Large wine companies and private investors acquired high-value boutique wineries and estate vineyards to strengthen market positioning and distribution networks.
- Buyout transactions totaled \$23 billion across 319 deals, focusing on established wineries, direct-to-consumer brands, and premium vineyard holdings. Private equity firms and strategic buyers acquired high-margin, scalable wine businesses to capitalize on long-term industry growth and profitability.
- Acquirers targeted brands with strong direct-to-consumer models, high-end wine portfolios, and valuable vineyard assets. The boutique winery sector remained highly attractive, benefiting from scarcity-driven pricing, brand prestige, and sustained consumer demand for luxury wines.

## M&A TRANSACTIONS CASE STUDIES

Three significant acquisitions in the ultra-premium wine sector illustrate a growing trend toward luxury brand expansion, direct-to-consumer growth, and global market positioning. These deals reflect the increasing demand for high-end, estate-grown wines and the strategic value of prestigious vineyard holdings. Each acquisition highlights how investors are prioritizing brand equity, premium distribution networks, and access to affluent wine collectors, reinforcing the long-term value of scarcity-driven, high-margin wines in the luxury beverage industry.



### CASE STUDY 01

## SHAFER VINEYARDS

Shafer

Shafer Vineyards, a renowned family-owned winery in Napa Valley, specializes in estate-grown, ultra-premium wines, with a strong focus on Cabernet Sauvignon. Founded in 1978, the winery is known for its commitment to sustainability, small-lot production, and terroir-driven winemaking. Its flagship Hillside Select Cabernet Sauvignon has cemented Shafer's reputation for exceptional quality, consistency, and craftsmanship, making it a leading name in the luxury wine market.

#### TRANSACTION TYPE

M&A

#### DEAL DATE

FEBRUARY 15, 2022

#### ACQUIRER

SHINSEGAE PROPERTY

#### ENTERPRISE VALUE

\$250 MILLION



## TRANSACTION STRUCTURE

Shafer Vineyards was acquired by Shinsegae Property, a subsidiary of Shinsegae International Company (KRX: 031430), for \$250 million. The transaction was fully financed in cash.

## MARKET AND CUSTOMER SEGMENTS COMBINATION

Shinsegae's acquisition of Shafer Vineyards integrated the winery's strong presence in the ultra-premium Napa Valley wine market with Shinsegae's expanding luxury wine portfolio. Shafer's high-end collector base, direct-to-consumer sales, and distribution through fine dining and premium retailers aligned with Shinsegae's strategy to strengthen its position in the South Korean luxury wine market. The acquisition enabled Shinsegae to expand its reach among affluent wine enthusiasts and investors, leveraging Shafer's prestigious brand and highly sought-after wines to enhance its global footprint.

## ACQUISITION STRATEGIC RATIONALE

Shinsegae pursued the acquisition of Shafer Vineyards to expand its market share in the fast-growing luxury wine sector. The deal granted immediate access to a prestigious Napa Valley brand, strengthening Shinsegae's portfolio of premium international wines. Additionally, acquiring estate vineyards in a world-renowned wine region reinforced Shinsegae's long-term investment strategy in the high-end wine industry. By integrating Shafer's exceptional winemaking reputation and strong direct-to-consumer business, Shinsegae positioned itself as a key player in the global fine wine market, catering to collectors and connoisseurs seeking premium, limited-production wines.

### KEY INTANGIBLE ASSETS



Brand  
Prestige



Winemaking  
Expertise



Loyal High-End  
Consumer Base



High-Value Asset  
Acquisition



Exclusive Brand  
Portfolio Growth



Luxury Market  
Expansion

### TRANSACTION RATIONALE



## CASE STUDY 02

## FRANK FAMILY VINEYARDS

FRANK FAMILY  
VINEYARDS

Frank Family Vineyards, a renowned boutique winery in Napa Valley, is celebrated for its small-lot, artisanal wines and strong direct-to-consumer presence. Established in 1992, the winery specializes in premium Cabernet Sauvignon, Chardonnay, and sparkling wines, crafted using estate-grown fruit and traditional winemaking techniques. With a dedicated following of collectors and wine enthusiasts, Frank Family Vineyards has built a reputation for exceptional quality, hospitality, and meticulous craftsmanship, solidifying its status in the luxury wine market.

## TRANSACTION TYPE

M&amp;A

## DEAL DATE

DECEMBER 13, 2021

## ACQUIRER

TREASURY WINE ESTATES  
(ASX: TWE)

## ENTERPRISE VALUE

\$315 MILLION

## TRANSACTION STRUCTURE

Treasury Wine Estates (TWE) acquired Frank Family Vineyards for \$315 million, financing the purchase through a combination of cash and debt.

## MARKET AND CUSTOMER SEGMENTS COMBINATION

Treasury Wine Estates acquired Frank Family Vineyards, merging its high-end, direct-to-consumer model with TWE’s extensive global distribution network. Frank Family Vineyards’ strong presence among luxury wine collectors, club members, and tasting room visitors complemented TWE’s ability to scale premium wine sales internationally. The acquisition expanded TWE’s foothold in the US luxury wine segment, allowing it to target affluent consumers and Napa Valley wine enthusiasts more effectively.

## ACQUISITION STRATEGIC RATIONALE

The acquisition of Frank Family Vineyards aligned with TWE’s strategy to expand its luxury wine portfolio, strengthening its premium brand offerings in the US market. The deal granted immediate access to a loyal customer base, driving high-margin, direct-to-consumer sales growth. Additionally, acquiring prime Napa Valley vineyards and production assets reinforced TWE’s commitment to estate-driven winemaking and premium wine positioning. By integrating Frank Family’s prestigious brand and strong hospitality experience, TWE solidified its presence in the high-end wine segment while leveraging operational efficiencies across its portfolio.

### KEY INTANGIBLE ASSETS



Brand Equity



Direct-to-Consumer Loyalty



Winemaking Heritage



Luxury Portfolio Expansion



Direct-to-Consumer Growth



Strengthening US Market Presence

### TRANSACTION RATIONALE



## CASE STUDY 03

# OVID NAPA VALLEY

**OVID.**  
NAPA VALLEY

Ovid Napa Valley, founded in 2005, is an ultra-premium boutique winery known for its small-production, estate-grown wines from the high-elevation vineyards of Pritchard Hill in Napa Valley. Specializing in Bordeaux-style blends and single-varietal wines, Ovid employs precision winemaking and minimal intervention, ensuring that the unique characteristics of its terroir remain at the forefront.

TRANSACTION TYPE

M&A

DEAL DATE

MAY 3, 2017

ACQUIRER

SILVER OAK CELLARS

ENTERPRISE VALUE

UNDISCLOSED

## TRANSACTION STRUCTURE

Silver Oak Cellars purchased Ovid Napa Valley in 2017 through a private transaction. Although the exact purchase price was not disclosed, industry estimates range between \$19 million and \$50 million.

## MARKET AND CUSTOMER SEGMENTS COMBINATION

Silver Oak Cellars’ acquisition of Ovid Napa Valley brought together two strong players in the ultra-premium wine sector. Ovid catered to high-end collectors and connoisseurs, while Silver Oak had already established a broader base of luxury Cabernet Sauvignon enthusiasts. Ovid’s small-scale, terroir-driven production complemented Silver Oak’s larger-scale, established reputation, enabling portfolio diversification and expansion into the boutique luxury segment.

## ACQUISITION STRATEGIC RATIONALE

Silver Oak Cellars acquired Ovid Napa Valley to expand into the ultra-premium boutique wine market and diversify beyond its core Cabernet Sauvignon offerings. The acquisition strengthened Silver Oak’s presence in Napa Valley’s elite regions, adding Ovid’s Pritchard Hill terroir to its portfolio. By integrating Ovid’s high-margin, limited-production wines, Silver Oak capitalized on growing demand from high-net-worth collectors and investors. In turn, Ovid gained access to Silver Oak’s global distribution network while retaining its brand identity and commitment to precision winemaking. This acquisition aligned with Silver Oak’s long-term strategy to invest in exclusive, scarcity-driven wines, while leveraging synergies between the two brands to enhance market positioning.

### KEY INTANGIBLE ASSETS



Heritage and Brand Legacy



Estate Vineyard Heritage



Winemaking Knowledge and IP



Portfolio Diversification



Market Expansion



Strategic Investment in Rare Wines

### TRANSACTION RATIONALE

The boutique winery sector continues to attract significant investment, driven by premium brand equity, direct-to-consumer growth, and strategic vineyard acquisitions. M&A activity reflects industry consolidation, geographic expansion, and investor confidence in high-margin, scarcity-driven wines. Valuation trends indicate strong demand for estate-grown, luxury wine portfolios, reinforcing long-term growth potential. As capital flows remain steady, investors and strategic buyers will likely continue targeting high-value wineries with established brand prestige and strong consumer loyalty.

## SOURCES

SHINSEGAE ACQUIRES NAPA VALLEY WINERY SHAFER VINEYARDS FOR \$250 MILLION - THE KOREA ECONOMIC DAILY



NAPA VALLEY'S SHAFER VINEYARDS SOLD TO KOREAN GROUP SHINSEGAE - DECANTER



HOULIHAN LOKEY ADVISES FRANK FAMILY VINEYARDS - HOULIHAN LOKEY



SND: TREASURY WINE ESTATES BUYS FRANK FAMILY VINEYARDS, EXPANDING NAPA HOLDINGS - WINE SPECTATOR



NAPA 'CULT DARLING' SNATCHED UP FOR \$50 MILLION AS VINEYARD DEALS HEAT UP - CNBC



IN NAPA VALLEY DEAL, SILVER OAK OWNERS PURCHASE OVID WINERY - SAN FRANCISCO CHRONICLE



PITCHBOOK DATA



# JAHANI & ASSOCIATES

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