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# Evaton Inc. Partners with Iron Horse Vineyards to Meet the Consumer Moment with NV by Iron Horse

The Stamford-based importer and Sonoma County winery introduce the first non-vintage sparkling wine in the estate's 50-year history via a winery-direct retail model

Tuesday, November 17, 2026

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EVATON

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ANNIVERSARY

STAMFORD, Conn. (November 17, 2026) | Today, Evaton Inc. announced an innovative new partnership with Iron Horse Vineyards, bringing its winery-direct sales expertise to a new cuvée, NV by Iron Horse. This is the family-owned estate's first non-vintage sparkling wine, building on the winery's 50th anniversary. Planned for release in spring 2027, the partnership matches Evaton's brand-building and sales with Iron Horse's record of acclaimed estate-bottled wines from Sonoma County.

The moment is a convergence: sparkling wine is the bright star in the wine world today, and Iron Horse is creating its first non-vintage. Sparkling wine continues to outperform the wine category, and premium California sparkling is gaining momentum: sales of California sparkling wines priced $20 to $99 grew 2% over the past year and accelerated to 4.3% over the latest 13 weeks, according to Nielsen.*

NV by Iron Horse will be offered through a single national retail partner or a small, select group, to be announced ahead of the spring 2027 release. For retailers, the winery-direct model offers something rare: an exclusive, acclaimed estate sparkling wine, sourced directly from the producer and priced to compete.

This partnership pairs the sales and marketing organization of Evaton with one of the most credentialed names in American sparkling wine. Founded in 1976 and still family-led, Iron Horse wine has been served at the White House through seven administrations. In June 2026, Wine Spectator named three of its vintage wines among twelve recommended California and Oregon sparkling wines.

"We are thrilled to be embarking on this project with Joy Sterling and her team at Iron Horse to bring an outstanding non-vintage Sonoma County sparkling wine to market in a winery-direct model that delivers value to both consumers and retailers," said Andy Block, CEO of Evaton Inc.

NV by Iron Horse is a non-vintage Blanc de Noirs made from estate-grown Pinot Noir, with a small percentage of Chardonnay, in the Green Valley of Russian River Valley. Fresh and fruit-forward, it joins the estate's vintage-dated sparkling wines, whose quality and acclaim continue to rise.

"Our fiftieth anniversary raised a question we hadn't asked ourselves in a while: what's next?" said Joy Sterling, CEO of Iron Horse Vineyards. "So many people have not had a glass of Iron Horse. This is the bottle to begin with, the one you grab on your way to a friend's house or open at home with family. It's how a new generation will meet Iron Horse."

*Source: Nielsen, Total FMCG Retailers + Liquor, dollar sales, California sparkling wine $20–$99, data through 10/31/26.

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## About Evaton

Founded in 2000, Evaton Inc. is a national importer of fine wines and spirits, with an award-winning wine and spirits portfolio specializing in the Iberian Peninsula. Evaton is the US distribution arm of Sogrape, a leading wine company in Portugal, known for such iconic brands as Mateus, Sandeman Ports & Sherries and Casa Ferreirinha. The company is proud to represent the Sogrape portfolio from Portugal & New Zealand, as well as partnerships with premium wine and spirits brands and families from Italy, France & Spain. Headquartered in Stamford, CT, the company distributes its fine wine and spirits portfolio in all fifty states. For more information please visit: https://evaton.com/

## About Iron Horse Vineyards

Iron Horse Vineyards was founded in 1976 by Audrey and Barry Sterling in the Green Valley of Russian River Valley, an appellation Audrey Sterling petitioned for and won in 1983. Family-owned and family-led for fifty years, the estate is run today by the second generation, CEO Joy Sterling and her brother Laurence Sterling. Every Iron Horse wine is estate grown and estate bottled, and all of its sparkling wines are riddled and disgorged to order. Iron Horse has been served by the White House through seven administrations, beginning with the 1985 Reagan–Gorbachev summit in Geneva. The estate is certified sustainable, farms with regenerative practices, uses 100% recycled

water in the vineyard and has restored four acres of Coho salmon habitat on Green Valley Creek. Learn more at https://ironhorsevineyards.com/