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Trinchero Expands With Acquisition of Mumm Napa Sparkling Wine Brands in Major U.S. Market Shift

Deal includes exclusive production rights and Napa Valley winery, strengthening Trinchero’s position among top five U.S. wine suppliers

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Pernod Ricard and Trinchero Family Wine and Spirits have reached a definitive agreement for the transfer of sparkling wine activities in the United States. The deal covers the Mumm Sparkling California, Mumm Napa, and DVX brands. These sparkling wines are recognized as leaders in the North American market and will now become part of the Trinchero portfolio.

Under the terms of the agreement, Trinchero will gain exclusive rights to manufacture and produce Mumm sparkling wines, excluding champagne, within the United States. The company will also take over marketing and distribution for these brands across the United States, Canada, Mexico, and select Caribbean markets. The transaction includes the Mumm Napa destination winery and its sparkling wine production facilities in Rutherford, Napa Valley.

Trinchero Family Wine and Spirits is a family-owned business that has operated in Napa Valley for more than 75 years. The addition of Mumm Napa is expected to help Trinchero expand its presence in the growing sparkling wine category. It will also strengthen its position as one of the leading wine suppliers in the United States by broadening its premium offerings.

The agreement does not include any assets related to G.H. Mumm Champagne or other international Mumm sparkling wine activities. Pernod Ricard will continue to focus on its portfolio of premium international spirits and champagne brands. This move aligns with Pernod Ricard’s strategy to prioritize premiumization and manage its portfolio actively to deliver sustainable value for shareholders, employees, clients, and partners.

The transaction is expected to close in spring 2026, pending customary closing conditions. Both companies have expressed confidence that this transfer will benefit their respective business strategies and market positions.

Trinchero Family Wine and Spirits was founded in 1948 by Mario and Mary Trinchero after they moved from New York City to St. Helena, California, where they purchased the Sutter Home winery. Over the decades, Trinchero has grown into one of the five largest wineries in the United States through strategic partnerships and investments in technology and vineyards. The company’s portfolio includes well-known brands such as Sutter Home Family Vineyards, Ménage à Trois, SEAGLASS Wine Company, Trinchero Napa Valley, Napa Cellars, Neyers Vineyards, Joel Gott Wines, Charles & Charles, Bieler Père et Fils, Fre, Luminara, Ceretto, Tenuta Regaleali, San Polo, Famiglia Cotarella, Angove Family Winemakers, Avissi Prosecco, Echo Bay, Celler Vall Llach, Terras Gauda, Hanson of Sonoma Organic Vodka, Tres Agaves Organic Tequila and Mixers, Amador Whiskey and Trincheri Vermouth.

The acquisition of Mumm Napa is seen as a strategic step for Trinchero to accelerate growth in a high-potential segment while maintaining its commitment to quality and sustainability. For Pernod Ricard, this divestment allows a sharper focus on its core international brands as it continues to refine its global strategy.