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Delicato Family Wines Expands Distribution Network Amid Industry Shakeup

Fifth largest U.S. wine supplier shifts away from RNDC, forging new partnerships to boost growth and market reach.

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Delicato Family Wines, one of the largest wine suppliers in the United States, is continuing to shift its distribution strategy by moving more of its business away from Republic National Distributing Co (RNDC). The company announced on January 26 that

it will expand its partnerships with Johnson Brothers and Breakthru Beverage Group, two major players in the beverage distribution sector. Delicato also confirmed new agreements with Empire Merchants and Columbia Distributing, signaling a broader realignment of its distribution network across several U.S. markets.

Delicato, a family-owned company known for brands such as Bota Box, did not specify which distributors would handle which states. The company's decision follows a significant change last June, when it moved its California distribution from RNDC to Breakthru Beverage Group. At that time, RNDC continued to distribute Delicato's portfolio in 25 other states.

Chris Indelicato, CEO of Delicato Family Wines, said this week that the changes are intended to build on existing relationships and expand into new partnerships where there is potential for growth. "By expanding relationships with partners who know our portfolio well and bringing in new partners where we see opportunity, we're strengthening the foundation behind our brands," Indelicato said. He emphasized that these moves are focused on supporting continued execution and long-term growth for the company.

The changes come after RNDC's decision last June to withdraw entirely from the California market. This move has led many wine and spirits producers to review their distribution arrangements across the country. The impact of RNDC's exit from California has been felt widely in the industry, prompting other companies to reconsider their own strategies.

Other major beverage companies have also made recent changes in response to shifts in the distribution landscape. Proximo Spirits, for example, announced two weeks ago that it had added eight new markets to its existing U.S. distribution agreement with Johnson Brothers.

Delicato Family Wines claims to be the fifth largest wine supplier in the U.S. by value. The company's ongoing adjustments reflect a broader trend among wine and spirits producers seeking greater flexibility and stronger partnerships in a changing market environment. As distributors consolidate and regional dynamics shift, producers are looking for ways to ensure their brands remain competitive and accessible to

consumers nationwide.

While Delicato has not released detailed information about which distributors will cover specific states, industry observers expect further announcements as the company continues to refine its approach. The evolving relationships between producers and distributors are likely to shape how wine reaches retailers and consumers across the country in the coming years.