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## Wine Hooligans Ready for its Close-Up

Dear Client:

Last year, Hahn Family Wines managed to do something not many businesses do, sell off its popular Cycles Gladiator label without much fanfare or media coverage. The buyer was a new company called Wine Hooligans, founded by former Purple Wine Company executive Dennis Carroll.

Wine Hooligans spent much of last year under the radar getting organized, acquiring brands and bulking up on staff, but is ready for its big debut. The team stands at a crossroads with Dennis Carroll, former executive at Hahn Family Wines.

He prefers on trends and has been a big

The reason was using since Cycle brand "lost girl" to the appellation -- with a few Adam Lazarre.

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“Each label has a distinctly different personality or purpose within the portfolio, but Dennis says the common thread among them is that he set out to either developed or acquire brands with engaged winemaker owners.”

developed or acquire brands with engaged winemaker owners. Brian and Stephanie Terrizzi are the winemaking team behind Broadside; Bob Goyette, the founder of La Crema, makes the Stephen Vincent and Goyette labels; Adam LaZarre was the original winemaker for Cycles; Christian Tietje, the creator of Zin Bitch and Naked Chardonnay, makes 3-ball Zinfandel and partners with Adam to make the new Sea Monster brand.

"I would not be interested in buying a brand and just going ahead and taking it and throwing it into a winemaking pool and going from there," says Dennis. "That works great for bigger companies but for me to offer anything different to the market, I knew that my folks had to want to stay involved as the Terrizzis have done."

Everything came together within the last four to five months when Wine Hooligans was able to take their finish products and portfolio out to the market. "It's been a whirlwind, I can definitely say that, but very rewarding and very interesting."



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