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CONSUMER GROWTH PARTNERS ANNOUNCES

MAJORITY INVESTMENT IN B CELLARS

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We are pleased to announce a majority investment in B Cellars (www.bcellars.com), a boutique winery that primarily produces and markets four wine blends from the finest varietals in Napa Valley. B Cellars was founded in 2002 by Jim Borsack and Duffy Keys, an extremely strong management team with a history of success selling luxury goods to discerning customers. B Cellars' blend strategy provides the company a variable cost structure that allows management to focus resources on selecting and purchasing the highest quality fruit in the Napa Valley region and operate with minimal fixed expenses. B Cellars' wines have received numerous accolades since their first release in 2006, including five 90+ point ratings from Robert Parker and two 90+ point ratings from Wine Enthusiast.

Consumer Growth Partners assembled an investor syndicate that includes Grassmere Partners, Global Wine Partners, B Cellars' co-founders and several high net worth investors to purchase a majority interest in the company. Gagen McCoy represented the investor group and Frank, Rimerman & Co. provided accounting and due diligence support.

About Consumer Growth Partners ("CGP")

Consumer Growth Partners (www.consumergrowth.com) with offices in New York and Kansas City is an independent private equity sponsor that focuses exclusively on investments in the retail, branded consumer products and restaurant sectors. Founded in 2005, CGP has a relationship-driven and long term investment orientation with company owners and management to provide them opportunities for liquidity while significantly enhancing the enterprise value of their business through growth and/or operational improvement. CGP seeks companies that have a compelling proposition, proven economics, significant profit growth potential and an experienced management team. CGP has more than 100 debt and/or equity capital partners with a broad range of investment capability in terms of size and type and carefully matches the needs of the company with the desires of the investor(s).