

Dalla Terra is a national agent and direct importer of a small and select group of leading, family-owned wineries & distilleries in Italy. Dalla Terra means *from the earth* in Italian, and the estates we represent are terroir-driven icons not only of each province or region, but of Italy as a whole. Italian-focused from the very beginning, Dalla Terra pioneered a unique approach to bringing Italian wine and spirits to the U.S. market.

**Company History** Dalla Terra was founded in 1990 by Brian Larky, who had developed a deep interest in wine more than a decade earlier and went on to earn a degree in fermentation sciences from the University of California at Davis. He initially pursued a winemaking path, working in production at Napa Valley wineries such as Far Niente and Domaine Chandon. In 1985, he broadened his horizons by taking a harvest job in Italy that stretched into five years, during which he worked as a winemaker for the sparkling wine producer Ca' del Bosco in Lombardy's Franciacorta region. At that point, his focus shifted from winemaking to importing Italian wines.

Brian developed an innovative approach, the Winery Direct model, to minimize the importer's footprint. The new company, Dalla Terra Winery Direct, was designed from the start to serve primarily as a facilitator, moving wines straight from Italian wineries to U.S. distributors rather than as a separate tier of its own. To make this idea work, Brian and his fledgling company needed two things: a cadre of excellent Italian wineries that shared his vision for direct importation, and a sales team in the U.S. as devoted to Italian wine and the direct import concept as he was. If successful, this model would ultimately remove the import bottleneck and lower wine prices for consumers.

**The Evolution of Dalla Terra** Beginning with a strong core group of producers such as Alois Lageder and Marco Felluga, and adding to it over the years, Dalla Terra successfully attracted a carefully curated selection of properties that offer a remarkably broad array of Italian wines. Today, the Dalla Terra portfolio consists of family-owned producers who personify their region and the best practices of winemaking. The majority of them are proponents of sustainable, organic, or biodynamic practices. Over the years, we have enjoyed the advantage of seeing multigenerational ownership in our partner wineries & distilleries, with families now transitioning as the next generation comes on board. The entire Dalla Terra team values the connections with our producer partners and enjoys collaborating on strategic decisions as the foundation for long-term, successful relationships.

The evolution of the Dalla Terra portfolio has paralleled the growth of Italian wines and spirits in the United States. Comprising producers dedicated to their craft and the products they make, the portfolio features a collection of world-class properties. In 2020, we expanded the portfolio to include Italian spirits, focusing on partnerships with authentic craft distillers producing quintessentially Italian spirits. In 2023, we introduced our own Italian vodka, Verità Vodka Italiana, which won World's Best Vodka at the San Francisco World Spirits Competition in 2024. Today, in 2026, we are rebranding to better reflect our full portfolio, to DALLA TERRA ITALIAN WINES & SPIRITS. We continue to use the "winery direct" model for both wines and spirits and to bring value products to the U.S. market.

**The Dalla Terra Philosophy** As we approach our 30th anniversary, Dalla Terra remains at the forefront of Italian wine & spirits importers in the U.S. with our unparalleled family of suppliers and employees. By acting as a direct importer, we enable our distributor partners to buy directly from our producers, ensuring wines of exceptional value. This model creates a more favorable situation for all involved: the producers realize higher profitability; distributors earn higher margins and have manageable inventories, with goods that are always correctly priced; and consumers pay anywhere from 15% to 25% less for wines & spirits from some of the most respected producers of Italian wine. This financial model fully aligns Dalla Terra with our winery and distributor partners, motivating all parties to bring the products to market at the best possible price for consumers, resulting in a win-win situation.

We put a great deal of effort into maintaining a very tightly curated portfolio, and it often takes years of discussion before a new Producer is added. We are very aware of market dynamics, and as such, we don't insist that our distributors carry excess producers or items, allowing them to focus wholly on priorities. Through a rigorous selection process, we ensure that every product we represent aligns with the quality of our entire portfolio, resulting in an assembly of top-notch products and producers. We are mindful of the regions we represent and strive to avoid internal competition in our portfolio, thereby allowing each producer to get its fair share of attention. As an independently owned company itself, Dalla Terra is proud to represent these family-owned estates.

**The Dalla Terra Team** At Dalla Terra, we have been equally adept or lucky in drawing together a team of talented people to serve as the liaisons between our Italian producers and our U.S. distributor partners and retailers. Our staff is made up of passionate, dedicated people for whom their role is so much more than a job, but this only begins to describe the people who make up our company. As one distributor partner observed, Dalla Terra has fantastic representation in their markets. These are people who have a high level of knowledge about wine, who understand their product, and who have a tremendous level of sales capability. Our goal is to build a diverse team where individual strengths are leveraged across the group to form a network of people committed to Italian wine & spirits and respected in their fields by customers and producers. Characterized by a never-ending willingness to learn, our team's longevity speaks to its dedication employee tenure is typically 10 years or more. They espouse the company's core values and truly love what they do, having fun doing it. In 2026, Dalla Terra is leaning in and adding seven new sales positions.

**Dalla Terra Leadership :** As we prepare to move into our fourth decade at Dalla Terra, founder Brian Larky remains involved and serves as a sort of spiritual leader for the team. The company's day-to-day management is in the capable hands of President Scott Ades, who joined Dalla Terra in 2016 after more than 11 years with distributor-importer The Winebow Group, where he served as chief operating officer. Scott is a strong advocate and devotee of Italian wine & spirits, who has earned a reputation as one of the most esteemed managers in the wine business.

**Our Core Values** We follow the same guiding principles we did when Dalla Terra was founded in 1990: A commitment to being a good partner and working with good partners to achieve the goal of creating win-win relationships; an unwavering focus on offering an outstanding quality/value relationship to our customers; a belief as a company that we show accountability for our work; the pursuit of innovation, a respect for curiosity, and the encouragement of positivity in all endeavors, both professional and personal; fostering a culture where a spirit of adventure, having a passion for work and cultivating a fun working environment are equally important; and genuinely caring about our partners, our people, and the world

around us.