



Quick facts about Total Wine & More

- An American family-business success story, Total Wine & More was founded in 1991 by brothers David and Robert Trone when they opened their first store, a 1,000+ sq. ft. store in Claymont, Delaware. In the ensuing years Total Wine & More has grown to be the nation's largest independent retailer of fine wine, beer and spirits.
- America's Wine Superstore™ - focused on outstanding selection (8,000+ wines, 3,000+ spirits and 2,500+ beers in each stores), best-in-class service, lowest prices in the market and incredible in-store experience.
- Total Wine & More ended 2023 with 263 superstores in 28 states – MA, CT, NJ, DE, MD, VA, NC, SC, GA, FL, TX, LA, MO, KS, MI, IL, IN, TN, KY, WI, MN, CO, NV, NY, NM, AZ, CA, WA and revenue in excess of \$6 billion.
- By the end of 2024, Total Wine & More will have 275+ stores.
- Each store employs approximately 50 highly trained and customer-focused team members – 75%+ of which are full-time and earn good wages plus benefits. NOTE: This is unusual among off-premise retailers where most have an owner/operator, perhaps one or two full time staff and mostly part-time employees.
- Large (between 20,000-30,000 sq. ft.), brightly-lit stores with wide aisles designed to enhance customer experience by offering storewide Wi-Fi, wine/beer/spirits content on flat panel monitors at tasting stations, the Brewery District™ featuring local and craft beers and high-tech Wine Education Centers (classrooms) in which Total Wine & More offers consumer classes and special tasting events such as the “Meet the Maker” series and “virtual tastings” with producers from around the world.
- Committed to supporting local wines, beers and spirits. Feature hundreds of local products throughout the stores at wine tasting station, Brewery District™ and shelves identified by tags bearing the state flag.
- Recognized as four-time National Retailer of the Year by major industry publications – *Wine Enthusiast* (2004 and 2014), *Market Watch* (2006) and *Beverage Dynamics* (2006). Total Wine & More is the only company to be honored twice as retailer of the year by *Wine Enthusiast*.
- Industry leader on prevention of sales to minors.
 - No one under 21 years old permitted in stores unless accompanied by parent or guardian.
 - Front end team members incentivized to ask for identification from all customers that appear to be 30 years old or younger.
 - In 2021, Total Wine & More paid out bonuses in excess of \$1 million to front end team members checking IDs and preventing sales to minors.
- Outstanding community and philanthropic partner.
 - Total Wine & More works closely with community and business leaders in each market it operates to support local causes and charitable efforts
 - In 2021, donated over \$8 million of in-kind and monetary contributions to more than 13,000+ local non-profits in 28 states helping those local non-profits raise over \$60+ million in support of their programs.
 - When not being used by the store team for training and customer education classes, Total Wine & More offers its Wine Education Center as meeting space, free of charge, to local non-profits, community and business groups.













