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Baum Wine Imports, Colorado and Superior Brands to Merge

Denver- Baum Wine Imports announced today a merger with Superior Brands to be effective March 31, 2008.

Superior Brands will be operated as an independent division within Baum Wine Imports.

“We are excited to have Superior Brands join the Baum Family. Scott Curtis and his sales team have done a great job of building their company and we’re confident that the resources Baum Wine Imports is able to provide will serve to continue that growth,” said Fuad Jezzini, GM Baum Wine Imports, Colorado.

Combined efforts will make Baum Wine Imports the most formidable mid-sized wholesale distribution company in Colorado. They can provide full product line support that covers highly rated boutique products to large brand-name lines.

For information about their respective portfolios visit www.baumwinecolorado.com and www.superiorbrands.net .