



**BARTON BRANDS NAMES WHEATLEY & TIMMONS AOR**

*Chicago Agency to Focus on PR, Events and Brand Strategy*

(CHICAGO) -- Barton Brands, Inc., the spirits division of U.S. beverage alcohol leader Constellation Brands (NYSE: STZ, ASX: CBR), has appointed Wheatley & Timmons, Inc. as its agency of record following a review. The agency will provide public relations, promotion, event marketing services and counsel on brand strategy development on three high priority brands.

“Our organization is at a crossroads as we begin to make significant investments in premium value-added brands that are driving growth in the spirits category,” said Chris Gretchko, Brand Director for Barton Brands. “We need a strong partner to help us build consumer awareness and trial. Wheatley & Timmons strategic perspective and insights on our business, along with a long pedigree in building adult beverage brands, led to their appointment.”

The agency’s initial assignments will focus on Cocktails by Jenn, a unique line of pre-mixed martinis targeted to young adult female drinkers; Old Pulteney, a 180 year-old brand of single malt scotch whisky just now achieving significant distribution in the U.S.; and 1792 Ridgmont Reserve, a small batch bourbon brand crafted at the company’s Warehouse Z facility in Bardstown, Kentucky.

W&T has previous experience with Crown Imports LLC, Barton’s sister organization that imports and markets the Modelo family of beer brands including import category leader Corona beer.

“We share with Barton the same point of view and strategic perspective about growing brands in the highly competitive on and off premise channels of distribution,” said Bob Wheatley, Chief Executive Officer of Wheatley & Timmons. “Our goal is to bring their brands as close to core consumers as possible and in ways relevant to their lifestyle interests. Consumer excitement and engagement will help lead us to brand preference and sales results.”

Both Barton and Wheatley & Timmons are based in Chicago. Mary Clare Middleton has been appointed management supervisor on the Barton business.