



A21 Wine & Spirits

A Division of Apogee 21 Holdings Inc.
Stock Symbol APHD

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**A21 Wine and Spirits Announces Formation of
National Sales Team, Expanding Market Presence Across the United States**

Las Vegas, NV — A21 Wine and Spirits, a fast-growing wine and spirits company known for its commitment to quality, authenticity, and brand-driven growth, today announced the official formation of its national sales team, marking a major milestone in the company’s continued expansion across the United States.

The newly assembled team provides comprehensive sales coverage across key markets nationwide, strengthening relationships with distributor partners, on- and off-premise accounts, and regional stakeholders. This strategic investment reinforces A21 Wine and Spirits’ long-term vision to build enduring brands with consistent execution at the local, regional, and national levels.

“Our focus has always been on building brands the right way—market by market, relationship by relationship,” said Rob Koch, COO of A21 Wine and Spirits. “With the formation of our national sales team, we now have the structure, talent, and reach to support our partners more effectively and accelerate growth across the country.”

The national sales team brings deep industry experience spanning supplier-distributor management, retail execution, chain programming, and on-premise development. By aligning strategy at the national level while maintaining strong local market execution, A21 Wine and Spirits is positioned to drive sustainable growth and brand visibility across all channels.

This expansion supports the company’s growing portfolio of wine and spirits brands, ensuring consistent brand standards, disciplined route-to-market strategies, and enhanced support for distributor partners in every region.



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“The creation of a unified national sales organization allows us to move faster, be more strategic, and deliver better results for our partners,” added Koch. “It’s a significant step forward as we continue scaling the business.”

A21 Wine and Spirits plans to leverage the national sales team to deepen distribution, launch new products, and expand into additional markets throughout the coming year.

About A21 Wine and Spirits

A21 Wine and Spirits is a premium wine and spirits company dedicated to crafting and representing exceptional brands rooted in quality, integrity, and innovation. With a growing portfolio and a partner-first mindset, the company focuses on building long-term value through disciplined execution, strategic growth, and authentic storytelling.

A21’s portfolio includes the owned brands of Monkey in Paradise Craft Vodka, one of the fastest growing vodkas in the US, Ándale Luxury Tequila, Blue Nectar Tequila, and the agency brands of Zunte Mezcal, Ronald Isley’s Contagious XO Brandy, Finca Ferrer Wines from Argentina, Chateau d’Astros from Provence France, and John Lee Hooker Bourbons.

For more information, visit www.apogee21holdings.com.

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About Apogee 21 Holdings Inc.

Apogee 21 Holdings Inc. is an OTC public company producing and supporting brands in the wine, spirits and beverage category based in Las Vegas, Nevada. The company intends to bolt on brands under its A21 Wine & Spirits operating unit which will be providing full production, and sales/marketing support for its brands. Currently the company owns Ándale Luxury Tequila, Monkey in Paradise Craft Vodka, Blue Nectar Tequila and has the agency representation of Zunte Mezcal, Ronald Isley’s Contagious XO Brandy, Finca Ferrer wines from Argentina and Chateau d’Astros from Provence, France.



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This release contains forward looking statements.

Some of the statements contained in this document are forward-looking statements within the meaning of applicable securities laws (collectively, "forward-looking statements"). Forward-looking statements are all statements other than those of historical fact, and generally may be identified by the use of words such as "believe", "expect", "making", "developing", "projected", "will" or other similar expressions that indicate future events or trends. These forward-looking statements include, but are not limited to, statements regarding A21's Acquisition Plans and business strategies; These statements are based on various assumptions, whether or not identified in this presentation or news release, and on the current expectations of A21's management. These forward-looking statements are not intended to serve as, and should not be relied on by any investor as, a guarantee of actual performance or an assurance or definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and may differ materially from those contained in or implied by such forward-looking statements. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond the control of A21. Factors that could cause actual results to differ materially from the results expressed or implied by such forward-looking statements include, among others: risk that A21 does not perform as expected; the Company's ability to recognize benefits from any cost savings actions, including expected results from the implementation of the Company's Rollup Plan, positive cash generation; the effect of economic conditions on the industries and markets in which A21 operates, including financial market conditions, rising inflation, fluctuations in prices, interest rates and market demand; the effects of competition on A21's future business; the potential adverse effects of health pandemics, epidemics or contagious diseases on A21's business and the U.S. and world economy; declines or unanticipated changes in consumer demand for A21's products; disruption of supply or shortage of energy; A21's ability to adequately source grapes, agave, corn and other raw materials and any increase in the cost of such materials; the impact of environmental catastrophe, natural disasters, pests, weather conditions and inadequate water supply on A21's business; A21's level of insurance against catastrophic events and losses; impacts from climate change and related government regulations; A21's significant reliance on its distribution channels, including independent distributors, particularly in its wholesale operations; a loss or significant decline of sales to important distributors, marketing companies, or retailers; risks associated with new lines of business or products; potential reputational harm to A21's brands from internal and external sources; integration risks associated with recent or future acquisitions; possible litigation relating to misuse or abuse of alcohol; changes in applicable laws and regulations and the significant expense to A21 of operating in a highly regulated industry; A21's ability to maintain necessary licenses; A21's ability to protect its trademarks and other intellectual property rights; risks associated with the Company's information technology and ability to maintain and protect personal information; A21's ability to make payments on its indebtedness; There may be additional risks including other adjustments that A21 does not presently know or that A21 currently believes are immaterial that could also cause actual results to differ from those expressed in or implied by these forward-looking statements. In addition, forward-looking statements reflect A21's expectations, plans or forecasts of future events and views as of the date and time of this news release. A21 undertakes no obligation to update or revise any forward-looking statements contained herein, except as may be required by law. Accordingly, undue reliance should not be placed upon these forward-looking statements.