

# WINE RACKS AMERICA ACQUIRED BY SALT CREEK CAPITAL

SALT LAKE CITY, Utah / January 27, 2022 – Wine Racks America, Inc. (WRA”), a leading manufacturer and distributor of high-end wine storage kits, DIY residential cellar systems, wine cooling units, and innovative label forward racking, has been acquired by Salt Creek Capital (“SCC”). Founded in 2003 and headquartered in North Salt Lake, Utah, WRA provides wine storage products that range in size from kitchen countertop wine racks to fully customized wine storage systems and commercial displays to customers across the United States, under its own brands and third-party brands. Keystone Capital Markets acted as exclusive investment banking advisor to Wine Racks America. Terms of the transaction were not disclosed.

Mr. Scott Henrikson, incoming CEO of WRA, stated, *“WRA is a market leader providing high-quality wine racks and storage products. I am thrilled to have partnered with Mr. Jeff Ogzewalla and Ms. Jen Ogzewalla, founders of WRA, on this transaction as well as the team at Salt Creek Capital. I look forward to working with the WRA team to accelerate growth, expand the customer base, and continue improving the brand recognition.”*

Bobby Sheth, Salt Creek Capital Managing Director, added, *“Mr. and Ms. Ogzewalla are exceptional entrepreneurs who have built a great business. We are pleased to have completed this transaction together and we look forward to supporting Mr. Henrikson and his team through the next phase of growth at WRA.”*

Mr. Jeff Ogzewalla and Ms. Jen Ogzewalla, founders of WRA, stated *“It has been an amazing experience growing WRA over the last two decades. Our focus on product quality was instrumental to our growth, and the company is well-positioned for continued success. Salt Creek Capital provided a perfect solution for our transition to retirement, and I trust that the company will continue to thrive under Mr. Henrikson’s leadership.”*

## About Wine Racks America, Inc.

Headquartered in North Salt Lake, Utah, WRA is a leading manufacturer and distributor of high-end wine storage kits, DIY residential cellar systems, wine cooling units, and innovative label forward racking. The company provides wine storage products that range in size from kitchen countertop wine racks to fully customized wine storage systems and commercial displays to customers across the United States. The company sells its products under its own brands and third-party brands. For more information, please visit [www.wineracksamerica.com](http://www.wineracksamerica.com).