



FOR IMMEDIATE RELEASE

Carmela Foods Announces Sale of Wine Division to Imperial Beverage

Fraser, MI (April 18, 2025) – Carmela Foods is proud to announce the sale of its wine company, including its full portfolio of over 1,500 wines, to Joe Cekola of Imperial Beverage, effective June 1, 2025. This strategic transition marks the closing of a successful chapter in Carmela’s history, as the company shifts focus toward its core operations and future growth.

Carmela Foods has owned and nurtured the wine company since 2014, building a diverse and respected portfolio of wines from across the globe. As part of the transition, Don Jasinski, Carmela’s longtime Wine Director and a pillar of the wine team, will be joining Imperial Beverage to continue serving customers with the same expertise and dedication.

“We’ve poured a lot of heart into this wine business over the last decade,” said Tony Tocco, Owner of Carmela Foods. “It’s been an incredible journey, and we’re proud of what we’ve built. I’m excited to see this next chapter unfold under Joe’s leadership at Imperial Beverage. They’re a world-class organization that shares our commitment to excellence and customer service. While it’s bittersweet to say goodbye, I know the future is bright for the team, the brands, and the customers who have supported us along the way.”

The move allows Carmela Foods to further strengthen its position as a premier food distributor in the Midwest, while ensuring that its valued wine partners and customers are in the capable hands of Imperial Beverage—a company known for its statewide distribution and strong reputation in the beverage industry.

For more information about Imperial Beverage, visit www.imperialbeverage.com.

About Imperial Beverage: Imperial Beverage is a family-owned, Michigan-based distributor with a statewide reach and a reputation for excellence in the beer, wine, and spirits industry. With over 80 years of experience, Imperial is known for its strong customer relationships, diverse portfolio, and commitment to service and innovation.

About Carmela Foods: Carmela Foods is a premier specialty food distributor based in Fraser, Michigan, serving top chefs, retailers, and foodservice professionals across the Midwest. Guided by the principles of *Family Culture. Quality First. Bring Our Best.*, Carmela offers a curated selection of fine products from around the world.

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