



For Immediate Release

Theme Night Wines Partners with Fedway to Bring Its Unique Experience Branded Wines to All of New Jersey

Melville, NY / Kearny, NJ – February 10, 2020 –

Theme Night Wines, the creators of a new line of evening experience inspired wines, has entered into a distribution agreement with Fedway Associates, New Jersey's most respected wine and spirits sales and marketing distributorship. Theme Night Wines, headquartered in Melville, NY, is the creation of entrepreneur Mario Asaro. The company began offering its wines in June 2019.

Theme Night Wines presently offers 10 varieties of wine for seven different themed nights with more to be added in the future. The company's special theme evening inspired wines include: Ladies Night (Chardonnay, Rosé or Cabernet Sauvignon), Pizza Night (Red Blend or Pinot Grigio), Summer Night (Rosé), Movie Night (Chardonnay), Our Night (Cabernet Sauvignon), Game Night (Merlot), and its latest offering Winter Night (Pinot Noir).

Mr. Asaro, was looking for a great name for his homemade wine. He decided on "Pizza Night" because of the many treasured nights he and his family spent around the kitchen island with good friends, laughing and having pizza and wine. The name and what it conveyed was so well liked that he decided to make it available to everyone and he set out to find a great winemaker to bring the idea to life. Soon after, he realized that there are many other occasions that people love to commemorate with a bottle of wine. Thus, Theme Night Wines was born and so were its many wine labels that help celebrate small moments that lead to the best memories. "Whatever your reason to get together, We Got the Wine," added Asaro.

"New Jersey is a significant market and we appreciate Fedway embracing our brand and our unique approach that assists consumers to match the right wine for the right night. We are supporting the state-



Theme Night Wines has entered into a distribution agreement with Fedway Associates. Pictured (left to right) are Mario Asaro, Founder of Theme Night Wines; Lisa Sciortino, Business Development Manager of Theme Night Wines; Frank Panicali, Senior VP, Director of Wine Operations, Fedway Associates; Matthew Bivona, Brand Marketing Manager, Fedway Associates.

Photo credit: Courtesy Theme Night Wines



Mario Asaro, Founder of Theme Night Wines, poses with his company's product line.

Photo credit: Courtesy Theme Night Wines

wide launch of Theme Night Wines with advertising and marketing. Both consumers and distributors, recognize that we have a unique marketing concept and brand that captivates attention. We are certain New Jersey wine lovers will enjoy our products and appreciate our consumer-friendly price points where they can get our great wines for between \$10 to \$12 per bottle,” said Mario Asaro, Founder and President of Theme Night Wines.



For more information on Fedway Associates, please visit www.fedway.com. For more information about Theme Night Wines and where their wines can be purchased visit www.themenightwines.com

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The product line up for Theme Night Wines, a line of high-quality wines that pair perfectly with nights and occasions. Wines include Ladies Night (Chardonnay, Rosé or Cabernet Sauvignon), Pizza Night (Red Blend or Pinot Grigio), Summer Night (Rosé), Movie Night (Chardonnay), Our Night (Cabernet Sauvignon), Game Night (Merlot), and its latest offering Winter Night (Pinot Noir).

Photo credit: Courtesy Theme Night Wines

About Theme Night Wines

Theme Night Wines is focused on creating a wine that fits right into your evening plans. Our story began when Founder, Mario Asaro, was trying to come up with a good name for his homemade wine. He decided on Pizza Night because of the many treasured nights he and his family spent around the kitchen island with good friends, laughing and having pizza and wine. The name and what it conveyed was so well liked that he decided to make it available to everyone and he set out to find a great winemaker to bring the idea to life. Soon after, it was realized that there are many other occasions that people love to commemorate with a bottle of wine. Thus, Theme Night Wines was born and so were our many wine labels that help celebrate small moments that lead to the best memories. Whatever your reason to get together, We Got the Wine. For more information visit: www.themenightwines.com

About Fedway Associates, Inc.

Based in Kearny, New Jersey, Fedway Associates Inc. is the state’s premier wine and spirits sales and marketing distributor. The company is ranked by industry publication IMPACT as a Top 10 U.S. Spirits and Wine Distributor. Headquartered in Kearny with offices in Mount Laurel, Fedway employs 550 sales, marketing and administrative personnel dedicated to providing world class service to the New Jersey retail marketplace. For more information, please log on to: www.fedway.com.