# Bronco Wine cuts about 230 jobs in Ceres — Stanislaus County, 2025

Bronco Wine Company, maker of Trader Joe's "Two Buck Chuck," cut roughly 230 jobs — about 30% of its workforce — across two rounds in 2025, citing a broader California wine-industry downturn. It's the first wine-industry case in this project's record, after years of canning, dairy, meat, turkey, bakery, and packaging closures.

**230**

Jobs cut across two 2025 rounds — about 30% of the company's roughly 750-person workforce.

**4**

Plants Bronco Wine operated before the layoffs.

## What happened

Bronco Wine Company, based in Ceres, cut 81 jobs in February 2025 and a further 146 in a WARN filing dated April 17–22, effective June 16 — about 230 total, roughly 30% of a workforce that had numbered around 750 across four plants. The April filing also named two subsidiaries, Bivio Transport and Logistics Company (trucking/logistics) and WC Ag Services (vineyard operations), suggesting the cuts reached beyond winemaking itself into the company's supply chain. Bronco's stated reason was "a significant downturn in business revenues, necessitating a major reorganization in operations and workforce" — part of a broader California wine-industry slump attributed to changing consumer tastes, a grape oversupply, and tariff pressure. The official state WARN filing confirms the company name and both filing dates exactly as reported elsewhere, though the page's layout made the employee-count and address fields unreliable to extract directly — the 81/146 figures here come from several independent secondary trackers that agree with each other, not from this project's own reading of the official PDF.

## Impact — what we know, and what we don't

- **Jobs:** approximately 230 total (81 plus 146), per multiple independent secondary sources; not independently confirmed against the official WARN PDF's own employee-count field, which did not extract cleanly.
- **Full site closure or workforce reduction:** secondary coverage frames this as "major reorganization," not an outright plant closure — Bronco continued operating in Ceres as of the sources checked.
- **Exact Ceres street address:** cited as Bystrum Road by secondary sources, not independently confirmed here.

## Part of a larger pattern

Every other closure or layoff in this project's record — tomato and fruit canning, dairy, beef and turkey processing, bakery goods, bottling, grain milling, confectionery — sits inside the broader category of commodity food processing. This is the first time the same structural pressures (demand decline, oversupply, cost pressure) show up in California's wine industry specifically, in the same county that has already absorbed closures in 1993, 2007–08, 2012–14, 2018, and now 2024–2026.

## Sources


- Newsweek, "Trader Joe's Two Buck Chuck Winemaker Layoffs." Access: not-captured — a public URL exists for this source and this project has not recorded it.
- AOL/syndicated, "Stanislaus-based winery announces 146 more layoffs. First wave was 81." Access: not-captured — a public URL exists for this source and this project has not recorded it.
- La Nación, "Más de 100 trabajadores: este importante productor de vino de California anunció un despido masivo." Access: not-captured — a public URL exists for this source and this project has not recorded it.
- California Employment Development Department, WARN Act filing, FY2024–2025 (Bronco Wine Company, Bivio Transport and Logistics Company, WC Ag Services). Access: obtained — taken directly from the agency's own filings rather than from a web page.


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