



Thoughtful and Delicious. Every Time.

FOR IMMEDIATE RELEASE

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Bergamot Wine Company: A specialized wine company offering monthly bespoke bottle offerings for Italophiles and the adventurous wine consumer.

Healdsburg, CA, Oct 3rd, 2018: Bergamot Wine Company (www.bergamotwine.com) is an online retailer offering a sommelier curated Italian Wine Club and Old World wine shop. The subscription-based collection is focused on bringing exceptional, lesser-known small batch Italian wines out of obscurity and right into your home, while the wine shop features hand selected bottles from throughout Europe.

Knowledgeable and casual, Bergamot Wine Company's ideology encourages education without pretense – introducing people from across the Nation to new wines and winemakers while cultivating an appreciation for grapes and terroir. With a refreshingly authentic focus, Bergamot Wine Co. unites like-minded wine lovers, sharing the stories and nuances behind the micro-production wines, families, vineyards and cultures of Italy. Guests gain access to hard-to-discover Italian and Old World wines, with a healthy dose of “wine smarts.”

Owner and Sommelier, Kevin Wardell meticulously curates each monthly 4-pack of Club wines to include delicious varietal and regional themes at the relatable price of \$105 plus shipping. Once a member, Club patrons can fill unlimited cases of wine for monthly delivery at no extra shipping cost. Wardell states, “When it comes to diversity and opportunity to expand your wine horizons and educate your palate, Italy is a treasure trove. There is no greater collection of flavors and textures in the world than that of Italian wine.” The Wardells launched Bergamot Wine Company to offer their growing list of customers this consistent excitement and appreciation of wine on a monthly basis.

However, let's face it, Italian wine can be confusing with over 300 distinct indigenous Italian grape varieties spread out over 20 regions. BWC's Creative Director and owner, Sarah Wardell curated a series of unobtrusive, collectible and artistically designed cards that use mnemonics to help consumers visually understand (and remember) the different grape varieties. As for the regions, Wardell curated a series of stylized graphic maps to assist in the inclusion of landscape and terroir into wine conversations. These down-to-earth guidance and educational tools are the first of a continuing series of creative assets for use by educators, members and guests alike.



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Bergamot Wine Company is launching with a social media campaign focused on the complexities and delights of a basic wine vocabulary. With the intent to bring fun into the experience of wine education their campaign will include collectible tiny model figurines holding wine bottles into each image, creating a final scene depicting the essence of the word of the day. The Bergamot Wine Company ships their first collection of wines the first week of October.

ABOUT BERGAMOT WINE COMPANY:

The brainchild of business savvy couple, Kevin and Sarah Wardell, Bergamot Wine Company is the offshoot of their successful Healdsburg wine bar, Bergamot Alley, a community focused and fun watering hole where consumers mixed with wine folks to taste and experience old world wines. After 6 successful years, the Wardells wanted to focus on their 2.0 business concept: a revolutionary online business model for a new breed of current consumers. Bergamot Wine Club does more than just send great Italian wines you might never have tasted right to your door: it educates and unites curious wine-lovers, and popularizes lesser-known boutique vineyards and brands from Italy. Bergamot Wine Company is about the simple joy of sharing wine with friends and reminding us to give strange and unfamiliar grapes varieties a try. Bergamot Wine Company is located in the bucolic setting of Healdsburg in Northern California.

For more information about Bergamot Wine Company check out their website at www.bergamotwine.com.