

SMITH STORY

W I N E C E L L A R S



Smith Story Wine Cellars is known for...

- Producing old world influenced wines from California single vineyard sites.
- Making very balanced wine with minimal human intervention from family farmed vineyards in Sonoma County and the Anderson Valley.
- One of the truest do-it-yourself wine industry success stories, a new winery built on knowledge and relationships.
- Breaking the model - Eric Story Selections focuses on importing value-driven wines from Europe produced exclusively for Smith Story.

Their Story:

Ali and Eric met while working together at K&L Wine Merchants in 2003. Eric had begun planting the Nash Mill Vineyard in the deep end of Philo where they both spent hours together talking about the “what ifs one day” while falling in love with the magical Anderson Valley. Fast forward to 2011 when they officially crossed over the “Friendship Bridge”... it was then that their wine business peers began to say they should seriously think about starting their own winery together. They wrote their business plan on their hours and days off, sold their homes, drained their life savings and utilized crowdfunding to create an instant world-wide following for their Story. So after a combined 30+ year career as wine buyers and wine sales professionals Smith Story Wine Cellars was born.

2014 was their first harvest and since then have produced had sold out of every single vintage produced. They now carry some of the highest scoring wines in California - particularly their Sonoma County Sauvignon Blanc, Anderson Valley Pinot Noirs and of course their Cabernet Franc and Cabernet Sauvignon. Currently, May 2018 their wines are heavily sold via their mailing list, and distributed in restaurants and fine wine shops in 10 US markets.

The Name:

Smith is Ali's maiden name. It was while they eloped on the Big Island that it hit them... Smith Story Wine Cellars written in sand one beach-drink filled afternoon not only looked good but also had a great ring to it when saying aloud. The border of the label is that of the Maile Lei, the traditional Hawaiian Wedding Lei and the symbol in-between their names stands for how they met (the wine goblet and grapes), H for Henley and L for Lakota - their two beloved retrievers who were both a part of their lives when Eric and Ali met in 2003.

In the Vineyard...Family First:

To be a grape grower partner with Smith Story, the vineyard must be family or independently owned. This was their first step into building a sustainability driven family winery. In fact, their Kickstarter Campaign was “Farmers First” so their story would start with family owned farms from the very beginning. Now in 2018 they are actively working with 12 family vineyards throughout Anderson Valley and Sonoma County.

In the Cellar:

They make their wine at Grand Cru Custom Crush, a state-of-the-art production facility based in the RRV. A “new-tech with an old soul” winery is shared with 14 other small wineries who share in the cost of equipment, barrel storage and cellar employees. This is not a Co-op, each winery has separate vineyards used for their own individual portfolios. Eric Story is the full-time winemaker and Katy Wilson is their consulting winemaker who has a pedigree from Flowers, Joseph Phelps, Craggy Range, Kamen and her own eponymous label La Rue Wines.

Their consumer following:

Largely in part to their art of storytelling online before a single drop of wine was bottled, their story resonated with thousands of wine consumers across the nation and internationally. These consumers are best described as “Smith Story Supporters” helping to grow their supply channel through their local haunts and favorite wine shops. Their love of Smith Story has made them reach the success they've achieved to this very day. The quality of the wines keep them asking for more. A very mindful approach to developing these relationships are often touched with social media updates and in-person at the tasting rooms... 1) Smith Story Wine Cellars in the Anderson Valley - located in Philo inside The Madrones. A European village B&B with tasting rooms and a world-class restaurant. 2) Winery appts. which are lead in the state of the art tasting salons attached to Grand Cru in Windsor. This area is rapidly becoming known as “The Windsor Beverage District” surrounded by neighboring wineries and breweries.

2018 Press Includes:

SO MUCH THAT IT WON'T FIT ON THIS PAGE! THEY ARE ON FIRE!!!!!!!!!!!!!! Please check this page weekly:

<https://www.smithstorywinecellars.com/accolades-press>

This entrepreneurial wine making couple is “all in”; Smith Story Wine Cellars is their life as they continue to build their lovable legacy in this business.

WWW.SMITHSTORYWINECELLARS.COM