

**FOR IMMEDIATE RELEASE**

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Smith Story Wine Cellars

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## **Smith Story Wine Cellars in Good Times and Bad**

*Smith Story celebrates an emotional Seven-year anniversary.*

**Philo, CA, May 14, 2020** – Today marks the 7<sup>th</sup> Anniversary of [Smith Story Wine Cellars](https://smithstorywines.com) and the marriage of owners Eric and Ali Story. Today also is week 9 of “sheltering in place” during the Covid-19 pandemic and a closed winery and tasting room for Smith Story.

“We were married on the Big Island of Hawaii, just the two of us, we eloped and had a traditional wedding ceremony under the pouring rain on May 14, 2013. In Hawaii rain is considered a blessing and a good omen. Our vows to love and honor each other in sickness and in health, in adversity and prosperity have never been so true as they are right now. We planned to be celebrating Smith Story Wine Cellars by year seven in Hawaii with our most loyal customers, friends and family. This year, we’re packing up orders in our currently closed Anderson Valley tasting room, loading our truck, the dog and delivering Smith Story Wines personally to customers in the Bay Area. We are very grateful to have a busy online channel, but the daydream of relaxing on the sandy beaches of Hawaii is very present, we’ve hardly taken any personal time off in 7 years”, says Ali Story, Co-Owner and President, Smith Story Wine Cellars.

“We knew starting our own winery was not going to be easy, but with our wine industry experience, we were up for the challenge. The last seven years we’ve given it our all, as newlyweds and as entrepreneurs. Successfully launched our “Farmers First” campaign on Kickstarter in 2014, lived through a gut-wrenching (and expensive) investor change in 2017, produced and sold over 20,000 cases of wine with very humble resources in seven years and now due to the pandemic we are in “start-up mode” again, with all our might.”, Eric Story, Co-Owner and Smith Story Winemaker. “There are a few hundred highs and disappointments we’ve gone through since starting Smith Story, the one constant source of solidarity has been each other. The fear of having everything to lose that we’ve worked so hard to build keeps us focused.

Eric and Alison (Ali) credit their seven-year success to the personal partner relationships they have formed over the years: with each other, their family grape growers, wholesalers, Sommeliers and their fiercely loyal wine fans who’ve bought, shared, toasted and traveled with Smith Story wines all over the world. Due to the momentous consumer engagement, largely in part due to the

Kickstarter launch, their celebrity winery dog “Lord Sandwich (IG Sandwichthedoodle)” and significant social media community of Smith Story fans, the wines are in strong demand.

Says Ali, “the last 7 years have been full of emotion, it’s our loyal following that has kept us keeping on. Starting a new winery from scratch and as newlyweds is not for the faint of heart. It’s not been easy but thank God our wines are terrific. We take what we do seriously and our commitment to each is fierce, this testament resonates with many of our customers. Just in the past month, we’ve received a fairly large number of handwritten notes of encouragement, homemade gifts and heck... a customer from Colorado gifted us a one-hundred-dollar bill to make up for a shipping discount we extended. Our customers are deeply rooting for us, they’ve made us a success and are doing their best to see us through this extraordinarily hard time for family wineries like ours, we fight back tears several times a day from being so moved by their kindness”.

### **About Smith Story Wine Cellars**

Founded by husband and wife team Bay Area born Eric Story and Texas Native Alison Smith Story on May 14, 2013. Sonoma County based Smith Story Wine Cellars produces grower focused wines from family-owned vineyard sites among Anderson Valley, Knights Valley, Mendocino County, Russian River Valley, Sonoma Coast and Sonoma Mountain AVAs of California and from the Rheingau region of Germany. Prices range from \$20-\$80

Smith Story represents the kind of wine a “curious wine drinker” enjoys – true wines with purpose, wines of vibrancy and place, and wines with heart. Says Eric, “Old world influenced wines is what we’ve become known for and this warms my heart so much, the wines are such a vision come true for us”.

Smith Story wines are allocated to Storyteller Wine Club members, sold online to mailing list supporters, sold in their tasting room and larger volume wines are also sold through a few national wholesalers. To learn more please visit [www.smithstorywinecellars.com](http://www.smithstorywinecellars.com) and follow daily on <http://www.instagram.com/smithstorywines>. For future appointments to visit the Smith Story Wine Cellars tasting salon in Windsor, CA or the tasting room in Philo, CA, please email [tastings@smithstorywines.com](mailto:tastings@smithstorywines.com) or call (707) 494.5575. Follow Smith Story on Instagram at [@smithstorywines](https://www.instagram.com/smithstorywines).

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