



Wine Business Veterans Couple Up and Launch Smith Story Wine Cellars

The Debut of Smith Story Wine Cellars to begin Harvest 2014

Santa Rosa, CA – May 14, 2014 - Nearing 30 years of combined wine business experience, wine pros Eric Story (Redwood City, California native) of K&L Wine Merchants and wife Alison Smith (Fort Worth, Texas native) owner of TexaCali Wine Co. announce the launch of Smith Story Wine Cellars, wines produced from beloved varietals and local vineyard sites throughout Northern California. *“Drink what you love, love what you drink. This is our Story. Our simple winery slogan sums up our wine sensibilities from the very beginning,”* say Eric and Alison.

“This is such an exciting time for California wine, we couldn’t wait any longer to join in with all the new passionate & hardworking wine producers. Our plan honestly began in 2003 when we met, both working together at K&L Wine Merchants and spending weekends in the Anderson Valley. Eric was involved with planting a new vineyard in Philo, where we spent hours discussing our future dreams together over German Riesling bottles from the 70’s.” says Co-Founder Alison Smith. “Over the many years of buying wine, traveling nonstop through wine regions both domestically and internationally and tasting thousands of wines over the last decade, we’re putting our wine business skills where our heart has always been, producing wines with meaning from the best possible vineyard sites we’ve grown to adore and are inspired by in California.” said Eric Story.

Today marks the 1 Year Wedding Anniversary for Eric and Ali after eloping on the Big Island of Hawaii last May 14, 2013. The name “Smith Story Wine Cellars” was conceived while in Hawaii and the brand and business plan has been in careful development over the past 12 months. Smith Story Wine Cellars are produced under the skillful watch of world-renown winemakers Katy Wilson (of LaRue Wines) and Ross Cobb (of Cobb Wines) where they will craft Sauvignon Blanc, Chardonnay, Rosé, Pinot Meunier, Pinot Noir and Cabernet Sauvignon at Vinify Custom Crush in the heart of the Russian River Valley.

“Our partnership began after discussing their vision, it’s rare to know wine professionals who understand all sides of the fine wine business. Their experience coupled with their extreme passion for creating a sustainable winery and brand already puts them leaps and bounds ahead,” says winemaker Ross Cobb. “It’s been a pleasure to walk the vineyards with Eric and Ali and feel their heartfelt vision for Smith Story Wine Cellars. We are both excited and honored to shepherd the grapes and lead with our expertise in the cellar this upcoming harvest,” Katy Wilson, co-winemaker.

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About Smith Story Wine Cellars: Founded by husband and wife Eric Story and Alison Smith-Story on May 14, 2013. Smith Story Wine Cellars will produce their inaugural vintage this harvest 2014 from vineyard sites among Anderson Valley, Napa Valley, Russian River Valley, Sonoma Coast and Sonoma Mountain AVA’s. Smith Story Wine Cellar releases will be allocated and sold online to mailing list supporters through the www.smithstorywinecellars.com website in upcoming presale & future offerings. Eric Story is the German, Loire, Austrian, Alsace, Greek and the Eastern Europe regional buyer for www.klwines.com. Alison Smith-Story owns <http://www.texacaliwine.com> a sales and marketing firm founded in Texas and now based in Northern California. To learn more please visit www.smithstorywinecellars.com and follow on www.twitter.com/smithstorywines

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