

# uproot

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## ABOUT UPROOT

What happens when Manhattan meets Napa Valley?

Partner-winemaker Greg Scheinfeld, a Long Island native left Wall Street in 2006 after deciding to switch coasts to pursue his passion for wine. Gaining wine making experience at Cakebread Cellars, Joseph Phelps, and Vineyard 29, Scheinfeld approached friend and Zelkova Ventures co-founder, Jay Levy, with the aspiration of starting a modern and distinctive wine company. Uproot Wines was born.

Launched in 2013, Uproot is committed to a meticulous winemaking process. Sourcing grapes from top vineyard sites throughout California, Uproot manages a low cluster count, regardless of vineyard performance, to ensure the outcome is an exceptional, high-quality wine. Uproot's concept enables it to utilize the best fruit, state-of-the-art facilities, and industry leaders to produce unparalleled wines.

Scheinfeld and Levy have created Uproot Wines as a company that reflects both partners' shared passions and distinct personalities – Levy's meticulous attention to detail and entrepreneurial spirit driving the business, and Scheinfeld's steadfast approach and diligence to crafting modern, unique, and delicious wine.

Uproot believes its mission begins and ends with a positive customer experience that is guaranteed through a superior product. The first-of-its-kind Flavor Palette, a color and taste-based visual identity system on the wine label, allows everyone to understand the flavor profile even before tasting. Each of the color blocks represents a tasting note and the size of the block tells you how dominant each note is in the flavor profile.

With a unique approach, Uproot Wines is committed to creating a fresh, modern, and energized experience for a new generation of wine drinker.

## RETAIL

### RETAIL PRICE:

2013 Grenache Blanc - \$34

2013 Sauvignon Blanc - \$42

2014 Rosé - \$28

2012 Cabernet Sauvignon - \$78

2013 Grenache - \$46



## CONTACT

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