

ETC

California



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Winery Principals Mark Beringer, David Duckhorn,
Harry Merlo, Matt Miller and Stéphan Nadalié

Winemaker Mark Beringer

History

And so forth and so on...

In 2008, five friends since the early 1970s, formed Et Cetera Wine Company. With varying wine industry backgrounds and areas of expertise, the five have joined together to produce wines of exceptional quality from the great wine regions around the world. The intent of Et Cetera Wine Company is to create what the friends were brought up around - great wine value. Their story is not of succession or nostalgia. It is a story of doing what they know, and doing it well.

The Et Cetera quintet is shaped by Winemaker, Mark Beringer, a native of St. Helena (Napa Valley), and a fifth generation winemaker from Napa's oldest winemaking family. David Duckhorn, the Financial player, grew up in St. Helena, working with his family that transitioned from growing grapevines to producing highly acclaimed wines. Harry Merlo, the Viticulturist, is a second generation winegrower from Sonoma County, CA with an 800 year old link to his ancestral home in Alessandria, Italy and their famed wine estate Ca' Bella, "Villa di Merlo". Matt Miller joins in as the Distributor, leveraging three generations of Coors distribution in CA and deep beer distributor roots across the USA. Completing the ensemble is Stéphane Nadalié, the Cooper, who comes from four generations of hand crafted barrel builders located in Bordeaux, France.

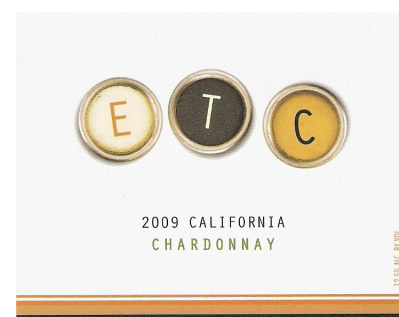
Of the three tiers beneath the Et Cetera Wine Company, the ETC label is the volume brand, sourcing wine from many different appellations that are focused on easy and consistent drinkability with varietal authenticity. The current focus is on the California Appellation.

Wines

Cabernet Sauvignon
Chardonnay
Sauvignon Blanc
Merlot
Zinfandel

Website

www.etcwineco.com



ETC

- Approachability
- Consistency
- Representative of appellation and variety

