



## ET CETERA WINE COMPANY A NEW ERA OF FINE WINES

### THE STORY

In 2008, four old friends from Napa and Sonoma counties, who also happen to be second-plus generation winegrowers/makers/sellers, formed Et Cetera Wine Company. With varied wine-industry backgrounds and concentrations, the four work to produce a range of wines that are not bound by variety or geography but are focused solely on quality and value.

### THE CHARACTERS

- Mark Beringer is a Napa Valley native and a fifth-generation winemaker from the valley's oldest winemaking family.
- David Duckhorn grew up in the Napa Valley. His wine industry education began at age twelve, helping out at his family's winery. His formal education in both agriculture and finance have allowed him to hold positions as varied as winemaker and winery CFO.
- Harry Merlo - the Sonoma County contingent - is a viticulturist and grapegrower with deep family roots in the Dry Creek area.
- Matt Miller, whose Napa Valley residency began at age one, brings sales expertise from his family's 40-plus years in beverage distribution.

### THE LABELS

Et Cetera Wine Company has three labels. Et Cetera and ETC are established, while Ellipses is in progress.



ETC is the "house wine" label, and will be priced under \$15 . ETC wine, under the winemaking direction of Mark Beringer, will be sourced from varied appellations. ETC is fruit-driven wine, with easy and consistent drinkability.



At the core of Et Cetera Wine Co. is the Et Cetera label, priced under \$25 Et Cetera will utilize contracted fruit sources that provide the best value for their region. These appellation-specific wines will be created by Mark Beringer at the winemaking facilities of partner Harry Merlo. Et Cetera wines are elegant and food-friendly.



Ellipses will be an expression of the group's best vineyard sources and winemaking techniques. These will be wines with more complexity, structure, and cellar potential.