



WINE CONFIDENTIAL

An Insider's Guide To Limited Production Wines & Better-Known Labels

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Wine Confidential Launches Making Exclusive Wines Available to the Public for the First Time

Tampa, Fla. (November 9, 2015) – In what has been described as a transformative new service for the wine industry, Tampa-based startup Wine Confidential has developed an innovative process designed to skip the antiquated three-tiered distribution system and deliver direct to the consumer. The program makes highly rated, limited production and boutique wines more available to the public for the first time, including those previously unavailable in certain parts of the country.

“As a wine store owner, I would often have clients in search of specialty wines that we simply could not carry in our inventory,” said Wine Confidential co-founder, Tim Alberdi. “Our site was built to directly serve the wine aficionado who wants access to premium quality, limited availability wines, without the commitments of a wine club membership.”

The new website, WineConfidential.com, will debut tomorrow, November 10, and will offer wine enthusiasts a limited number of hand-selected, highly-rated wines direct from exclusive Napa Valley vineyards. Wine sold by Wine Confidential will come direct from the winery, ensuring a shorter vineyard-to-door delivery process, as well as avoiding the cumbersome wine distribution system.

“Wine Confidential is a potential game changer for the wine industry,” said Juslyn Vineyards General Manager, Stephanie DeMasi. “Instead of seeking out the cheapest wine that they can find, like other e-commerce sites, they have forged relationships with the best wineries in Napa to finally bring these wines to the rest of the country. If you like great wine, this is a very exciting new venture!”

Rather than utilize Silicon Valley firms to develop the Wine Confidential concept, co-founders Ryan Carey and Tim Alberdi tapped local talent from the Tampa market. Over 20 companies and individuals have contributed to the Wine Confidential launch, 75% of which are based in Tampa. Included in Wine Confidential's arsenal of development partners is its marketing agency, [Deliver Media](#), creative agency, [The Hardee Group](#), video production company, [Mojo Ranch](#), website development agency, [Zelen Communications](#), and legal team, [GrayRobinson](#).

For more details, visit WineConfidential.com.