

FOR: Kind of Wild

Social Handle:

@kindofwildwines

Website:

www.kindofwildwines.com

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For Immediate Release:

**Kind of Wild Unveils its Organic Wine Club & E-Commerce Platform
Organically Produced & Kindly Sourced**

Healdsburg, CA (February 23rd, 2021) — **Kind of Wild** is a new curated collection of global wine discoveries sourced from organic growers devoted to rewilding the planet. The DTC wine club and E-Commerce platform that will debut 6 distinctive wines made from organic grapes officially launched its crowdfunding campaign on **IndieGoGo** today. **Kind of Wild** was founded by Adam and Jordan Sager, brothers, bringing decades of combined experience from their family-owned wine import company **Winesellers, Ltd.**

Kind of Wild will support growers and winemakers across the globe who believe in creating a more sustainable wine industry by improving soil health, diminishing soil erosion, keeping natural waters free from synthetic chemicals, and having a positive, lasting impact on the local ecosystem. The brand's focus is to work with growers devoted to maintaining soil health and promoting soil regeneration, which is a positive solution for the climate crisis as healthy, living soils have a proven ability to sequester legacy carbons. It's an enormous win - kinder to the planet, leading to more choice in quality wines that are kindly sourced and kinder to the consumer.

KIND of WILD

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What will Kind of Wild Offer?

- Kind of Wild aims to introduce consumers to an experience of high quality and affordable wines made from organic grapes from exciting growing regions around the world. All wines are produced and labeled under the brand name *Kind of Wild*.
- The membership (Club Wild) will offer 6 wines from 6 different countries and rotate seasonally to replace existing selections with new discoveries (1 Rose, 2 Whites, 3 Reds). A-la-carte bottle sales will be available as well.
- Club Wild will have no membership fees and can be cancelled anytime without penalty.
- Kind of Wild will offer multiple options for consumers to tailor their wine subscription based on their likes and needs: 3 Bottle Option/ 6 Bottle Option / 12 Bottle Option (2 x 6), reds only, whites/rose only, etc.
- Club Wild retail price will start at \$20 per bottle and have certain discounts based on number of bottles purchased and subscription in Club Wild. Free shipping will be offered to subscribers on shipments of 6 bottles or more.
- Each label will have its own unique, original illustration that will explore the positive association of humanity and nature. The imagery creates visual disruption and promotes a thought-provoking and kind-hearted response.
- Kind of Wild is partnering with two environmental foundations devoted to important missions – Los Angeles based 501(c)(3) **Kiss the Ground** and Sant Cruz, CA based **Organic Farming Research Foundation**.
- No less than 1% of revenue will be donated to the environmental partner foundations. The Kind of Wild platform has a feature for consumers to also donate at checkout.

Kind of Wild will be available for pre-ordering via an IndieGoGo campaign with the release and ship date in early April. Visit **Kind of Wild wine's IndieGoGo** page to support and pre-order, meet the creators, learn more about the foundations and the wines that will change the way consumers support our future through their wine purchases.

Kind of Wild Wines

Kind of Wild is a new DTC (direct-to-consumer) brand and subscription wine club with a custom e-commerce retail platform developed by Adam & Jordan Sager, brothers from Winesellers, Ltd., a forty-two-year-old wine importing and marketing company.

Shipments will initially be available to the following states, with the intention of more to follow: AZ, CA, CO, DC, FL, GA, IL, MA, MD, MI, MN, MO, NC, NH, NV, NY, OH, OR, PA, SC, TN, TX, VA, WA.

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