



## Benchmark Wine Group

The Smart Alternative to Auction Houses

**E**stablished in 2002, Benchmark Wine Group acquires and sells fine and rare wine to and from retailers, restaurants and collectors. The premier online source for the world's top wines at market leading prices – Lafite, Petrus, Leroy, Krug, Sine Qua Non and Opus One – just to name a few! The Napa-based company draws on decades of collective wine industry experience to obtain the most sought-after wines in the world from private individuals and professional contacts. Benchmarkwine.com offers 24-hour access to the 25,000-bottle wine cellar, displaying inventory in real-time.

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### Why Benchmark Wine Group?

**Luxury:**

Fine wines worth collecting and aging

**Exclusivity:**

Rare wines that cannot be purchased elsewhere

**Quality:**

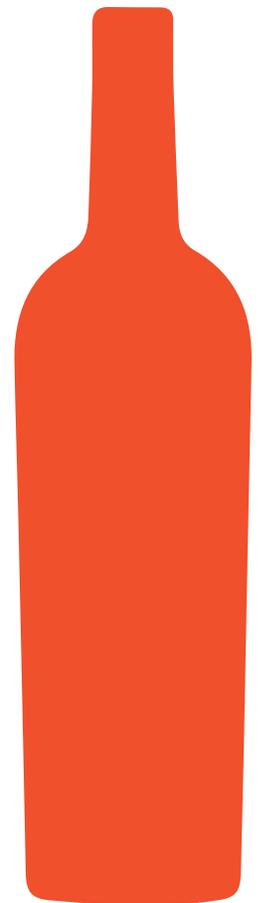
Provenance is guaranteed by acquisitions and cellar professionals

**Integrity:**

Focused on providing a flawless customer service experience

**Instant Gratification:**

Ready-to-drink vintages sourced from vetted cellars



**Visit:**

445 Devlin Road  
Napa, CA 94558  
Hours: Mon-Fri 9am-5pm

**Contact:**

www.BenchmarkWine.com  
707.255.3500

**Social Media:**



**Press:**

Amy Payne  
amy@benchmarkwine.com

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**Provenance Guarantee**

Provenance authenticates the history of ownership back (if possible) to the date of wine release. A team of Benchmark Wine Group acquisitions professionals verify provenance to guarantee the wine is sourced from reputable wholesalers and has been stored in a well-maintained wine cellar. As a result, every wine sold is provenance guaranteed. If a wine shows damage due to improper storage within six months of the purchase date, Benchmark Wine Group encourages customers to immediately contact them.

## Narrative

### Becoming Benchmark Wine Group

**B**enchmark Wine Group has become the country's largest rare wine retailer and wholesaler specializing in back-vintage wine from impeccable private sources. Since its founding in 2002, it has become the smart alternative to auction houses for selling or thinning extensive wine collections. Each wine collection demonstrates Benchmark Wine Group's focus on provenance.

Benchmark Wine Group  
Website & Brand Relaunch  
February 2013

#### ● **The Burgundy Cellar** 2009

One of the largest Burgundy cellars on the West Coast

#### ● **Stonehedge Cellar** 2010

New England's largest wine cellar from a *Wine Spectator* award winning restaurant

#### ● **Hundred Years Collection** 2011

An extensive lot of 19th and 20th century wine assembled by one of the country's most prominent collectors

#### ● **The Surgeon's Library** 2012

A curated cellar of classic wines from a top surgeon

#### ● **A Winemaker's Advocate** 2013

Doctor by day, passionate wine advocate by night, this connoisseur supported some of the country's top winemakers

#### ● **Home by the Sea** 2013

Coveted wines meticulously selected from a beautiful eastern seaboard home

Other important cellars include those from the heads of Fortune 500 companies, top technology and wine innovators, and a vault of wine left undisturbed for nearly 20 years!

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### Technological Innovation in the Wine Industry

Benchmark Wine Group's third generation software was custom developed and deployed in early 2013 to efficiently and accurately manage all aspects of the business. Customer service is optimized due to real-time inventory management, an intuitive user interface and flexible pinpoint-accurate shipping.

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**Note:** Technology developed for Benchmark Wine Group revolutionized the auction pricing valuation system so much so that it was released by sister company First Growth Technologies, Inc. to the broader market in 2009. The *Wine Market Journal*, published by First Growth, is now used by all wine auction houses and serious collectors to value wine.



## Meet the Team



**David Parker**  
CEO / Owner

**D**ave Parker founded Benchmark Wine Group in 2002 after having a successful history of high-tech ventures. With a unique blend of talents, plus wine and high-tech industry contacts, he has succeeded in bridging the gap between high-quality wine producers and well-informed fine wine collectors and connoisseurs. An avid wine collector, David has been involved in the wine industry since 1987 owning commercial vineyards in Geyserville, California and in the Eola Hills of Oregon and is a partner in Parker Family Vineyards, Inc. He and his wife Sandy Sturru Parker have four children and live in the Pacific Northwest.



**Lindsay Kroll**  
Vice President of Operations

[lkroll@benchmarkwine.com](mailto:lkroll@benchmarkwine.com)

**L**indsay is responsible for thinking outside of the box, leading the team with a smile and encouraging words. The Napa native began her career in human resources at North Bay Bancorp, where she started as the corporate trainer and progressed to Human Resources Director. In 2007 she followed her dreams of owning her own business launching both Cake Plate Boutique and Lindsay Kroll HR Consulting, where she offered her services as a human resource manager. Lindsay began working with Benchmark as a consultant but became passionate about the direction the company was going and joined the team full time in 2011. Lindsay received her Bachelor of Arts degree in sociology from University of Boulder, her Master's in education from Dominican University, and is certified in human resources.



**Kari Formento**  
Director of Acquisitions & Marketing

[kformento@benchmarkwine.com](mailto:kformento@benchmarkwine.com)

**K**ari is responsible for keeping the team within the lines and is a model that the proof is always in the pudding. Kari started her career in the art world. After graduating with a Bachelor of Arts degree in art and art history from UCLA, she worked at the Getty Museum as a docent. In an effort to pay her bills, she became the manager of the fine dining restaurant at the Getty Museum. She quickly fell in love with building the wine list and growing the wine tasting menu program. Kari moved to Napa Valley to pursue a career in wine, and landed at Benchmark in 2005. Starting in sales and marketing, she quickly progressed into the acquisitions department. She prides herself in learning the fine wine business from the ground up.



**Dan Bock**  
Director of Sales

[dbock@benchmarkwine.com](mailto:dbock@benchmarkwine.com)

**D**an is known for pushing the limits and always being one step ahead of the curve. Dan found wine through travel. Early in his career he grew a small Asian travel company, which gave him exposure to wine and culinary arts. He later transitioned to hospitality working at two Starwood Hotels and Resorts. Later, Dan opened the Westin Monache Resort in Mammoth Lakes, CA. While there, he established the hotel's "White Bark Restaurant" wine list. His success at the Monache opened doors. In 2008, he moved to Napa Valley to become the Director of Sales and Marketing for the Westin Verasa Napa Hotel. Dan brought his hospitality and sales expertise to the Benchmark team in 2012, where he continues to pursue his passion for wine hands on. Dan graduated from Northern Arizona University in 1997 with a Bachelor of Arts in advertising, communications and an emphasis in marketing.

PRESS KIT

## “ Testimonials

### Collectors

I am just writing to tell you **WOW**. Fabulous choices on the last order. Our business guests were stunned, over the top excited and couldn't believe we could obtain those wines. So, thank you, thank you, thank you. You are the best.”

**Linda in Fairfield, California**  
July 16, 2013

I am impressed with Benchmark's service and reliability. I enjoy doing business with companies that have accurate information on their website and do what they say they will do. While it sounds simple, many of your competitors can't manage it. Well done. You have a "raving fan" in Hickory NC.”

**Phil in Hickory, North Carolina**  
April 16, 2013

Thank you for the smooth service!”

**Carsten in Munich, Germany**  
January 7, 2013

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## “ Wineries

I just wanted to send a quick thanks for the beautiful description you gave of the 2008 IX Estate Red. It's one of those wines that took all my heart and soul to make, and it's a great feeling knowing it's appreciated.”

**Allison Taziet, Winemaker, Colgin Cellars**  
October 24, 2013

Benchmark always has a fantastic selection of world-class wines, and I am comfortable knowing that they've acquired these wines from collections that have been very well cared-for. I can be sure that the wine I buy from Benchmark has good provenance and will be in excellent condition, which is especially important with more valuable and pedigreed bottles of wine.”

**Todd Alexander, Bryant Family Wines**  
November 11, 2013

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## “ Restaurants & Retail

You guys give killer service.”

**Michael Anderson, The Village Pub, San Francisco**  
January, 17, 2013

You are the 'good guys' in the wine industry.”

**Christopher Klingenstein, Domaine Chicago**  
September 27, 2013



Great stories for the wine enthusiast

## Wine as a Liquid Asset

When gold, silver and real-estate plummet, invest in wine.

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Topic: Wine as an Investment

## Make Your Big Night One to Remember with Wines Almost as Momentous as the Occasion

You wouldn't settle for your wedding dress, so why settle for quaffable wine. Impress your guests with wines they're bound to rave about for years to come.

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Topic: Wedding Wines

## Impress your Guests with these Rare Wine Finds

They'll be begging for your entertaining secrets before the night is through.

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Topic: Entertaining made easy

## Give Your Child a Gift to Remember, One that Ages with Them

Imagine your child's 21st birthday, enjoying a bottle from their vintage. The do's and don'ts of procuring wine features.

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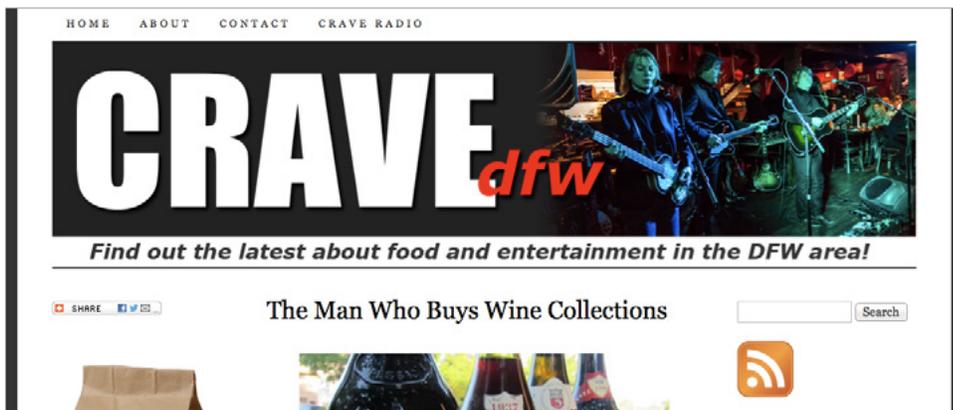
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Topic: New addition to the family



# In the Press...

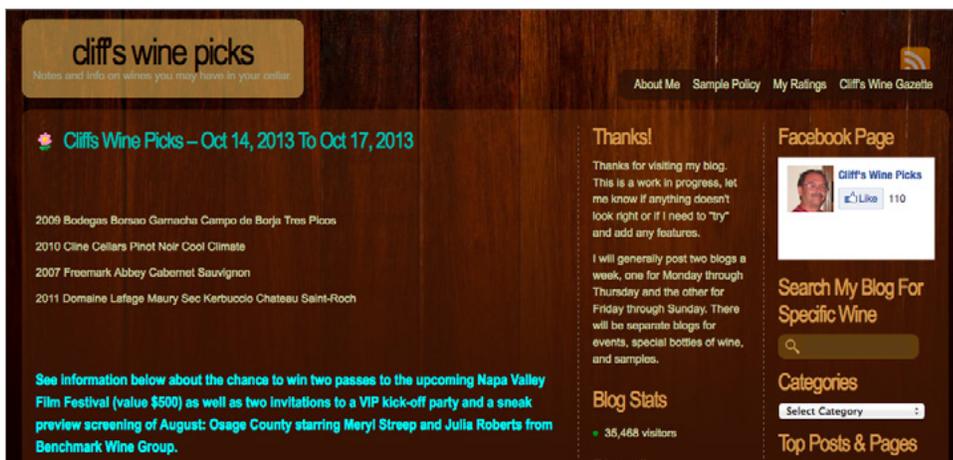
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**Crave DFW**  
May 14, 2013



**Vindulge**  
October 19, 2013



**Cliff's Wine Picks**  
October 14, 2013



www.BenchmarkWine.com  
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**Press:**

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