



**LATINX**  
STATE OF THE WINE INDUSTRY  
SUMMIT

**DECEMBER 1, 2022**

**MEDIA KIT**

## ABOUT THE SUMMIT

This **inclusive and immersive event** will include deeper insights into the agricultural and economic resilience of the backbone of America's wine industry while uncovering the perseverance and legacy building navigating the impact of Covid. Through professional development panels and a tasting finale celebration, the Latinx Wine Summit **invites wine professionals, industry leaders, students, and enthusiasts** to participate in cultural exchange and community-building opportunities.

### Theme

***Somos Visibles: Unheard Voices en Vino*** is this year's theme in celebration and recognition of the unheard stories, the work, and the wine journeys of the Hispanic and LatinX wine community.

### When/Where

The second annual **LatinX Wine Summit** will be held on **December 1, 2022, in Napa, California**, in a hybrid format, with both in-person and virtual participation.

### One-Day Event:

#### Trade activations for the wine professionals

- A series of panels moderated by Gabriela Fernandez, covering the state of the wine industry, specifically for the Latinx/Hispanic wine community
- Breakout Networking Sessions
- Trade Walk-Around Tasting

#### Consumer activations for the wine enthusiasts

- Consumer Walk-Around Tasting





# ABOUT US

## About Hispanics in Wine

Founded in 2020 by Lydia Richards and Maria Calvert, Hispanics in Wine<sup>™</sup> (HiW) is a social space dedicated to showcasing Hispanic / Latinx roots in the beverage and hospitality industries. Whether it's a producer, sommelier, retail store, restaurant, or vineyard steward, we are committed to supporting the great work and business ventures our communities are doing within the industry. Representation matters, HiW aims to encourage and connect people from diverse backgrounds to pursue their dream career path in the industry.



### **Maria Calvert, Co-Founder**

Maria was born in Quito, Ecuador but grew up in Queens, NYC - the most diverse place in the United States! Before transitioning to food & wine, Maria was the VP of Global Communications in Wall Street. After several years in finance, in 2018, she decided to follow her palate to the wine industry, joining a renowned PR agency in New York City. Today, Maria's time is split between NYC and Washington DC. She is a Public Relations Consultant who offers her expertise to start-ups and established brands in food and wine.



### **Lydia Richards, Co-Founder**

Originally from Panama, Richards' passion for wine began while she was living in Paris. After moving to New York, she worked in various marketing and public relations positions before founding *Vino Concierge*, a private wine consultancy focusing on bilingual (Spanish and English) PR, education, tastings and events. Lydia worked at a PR agency in NYC, and now, is a PR Manager for Taub Family Companies: Palm Bay International & Taub Family Selections.

## ABOUT US

### About Uncorked & Cultured

Uncorked & Cultured is a media company that curates original content, consumer research, e-commerce, and global retreats to connect conscious consumers with brands that share the same ideals. Our platforms are a destination to share content and experiences that are centered in Culture & Elevation, as a marketing solution to the lack of inclusion in the global luxury, travel, and wine industries

### Angela McCrae



Angela McCrae is a creative strategist and entrepreneur with over 20 years of experience in media, entertainment, and championing diversity. Currently, her career sits at the intersection of digital content development and documentary engagement campaigns.

Angela leverages her twenty years of media experience to engage diverse audiences with impactful storytelling and innovative 360 experiences. A graduate of Morgan State University in Baltimore, MD, Angela values mentorship and has taught television & video production at the Baltimore School for the Arts and Connecticut School of Broadcasting.

Angela launched the wine and culture brand, Uncorked & Cultured, from her New York City apartment during the COVID-19 pandemic. The media company is a content, marketing and engagement solution to the inequitable relationship between the global luxury wine and travel industries with BIPOC consumers. Within the first year,



## ABOUT US

### About The Big Sip

"The Big Sip" is an audio-podcasting series hosted through Wine Down Media's KVON 1440AM radio that spills knowledge on "sip" that matters, by highlighting and amplifying black and brown trailblazers breaking barriers in the food, wine, and arts industry. Each show provides listeners with an opportunity to learn about diverse leaders, trailblazers, and risk-takers pioneering a more equitable and inclusive world by centering a wine-full and mindful conversation around their experiences, challenges, achievements, and efforts to address the lack of diversity and inclusion throughout industries that have historically and systemically capitalized on their labor without equal representation.



### Gabriela Fernandez

Gabriela Fernandez was born and raised in Napa Valley. For as long as she can remember wine and viticulture have always been at the center of her and her family's life. Throughout her young adulthood she studied Viticulture and went on to gain employment with Caymus Vineyards, an opportunity she credits for giving her the chance to explore multiple fields in the industry.

Upon graduation and her return to Napa Valley in 2015, Gabriela knew she wanted to be in the industry, but didn't want to focus on California, specifically Napa Valley wines. She soon began her career with Felix Solis Avantis, a Spanish wine-importing company and the world's 7th largest still wine producer in the world, pioneering the Marketing division for the US market. Looking to expand her role and create further impact, Gabriela left Felix Solis

Avantis and joined The Duckhorn Portfolio in 2019, where she is currently the Supervisor of Trade & Marketing Events.



## ABOUT US

Before she starts her day with Duckhorn Portfolio, Gabriela delivers music, entertainment, breaking news, and all things trending as the on-air personality host for KVVN's 99.3FM The Vine, becoming the first Latina producer and host for the North Bay Radio Station. Through her ventures in radio, Gabriela curated a special talk show on KVON's 1440 AM radio: "The Big Sip." The Big Sip, also available on all podcasting platforms, spills knowledge on "sip" that matters, by highlighting and amplifying black and brown trailblazers breaking barriers in the food, wine, and arts industry.



**For updates on the summit, be sure to follow  
via Instagram:**

**@HispanicsinWine**  
**@UncorkedandCultured**  
**@TheBigSipSeries**

**Summit's official page @LatinXWineSummit**

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