

vinfluence

uncork some good

Vinfluence is a new kind of wine club. We're dedicated to helping you discover the best artisanal wines in the country—while doing some good in the process. We're driven by four key values:

- **Quality** – Catchy labels are great, but ultimately, it's what's inside the bottle that counts. We traverse the country, tasting countless wines, in search of the exceptional. Vinfluence delivers only our most loved wines to your door.
- **Authenticity** – We believe that great wine is made in small lots by passionate people. Each bottle carries with it the love and commitment of real people with real stories.
- **Sustainability** – That means focusing on environmentally and socially sound farming, production and labor practices—and we think it matters. Vinfluence believes in supporting ethical practices that help preserve the earth we share.
- **Philanthropy** – We believe in trying to make the world a better place, so we donate 20% of our proceeds to nonprofits making a difference fighting hunger, reversing deforestation and empowering underserved youth.

The Club

Discover unique fine wines and the story behind every bottle. Each month Vinfluence delivers unique, handcrafted wines carefully selected from boutique wineries from across the country. Each delivery typically includes two reds and a white, rosé, or sparkling. The shipment features different varietals and blends so you can expand your palate and never get bored. Here's how it works:

Step 1: Choose your membership level:

- Discover - 3 bottles for \$100/shipment plus \$15 shipping and tax
- Collector - 6 bottles (2 of each) for \$200/ shipment plus \$20 shipping and tax

Step 2: Select how often you want to get wine: monthly or quarterly (there's no commitment so you can skip a shipment or cancel at any time.)

Step 3: Get excited to begin experiencing great wines you can feel good about.

As a club member, you'll also enjoy complimentary tastings for up to four people at Vinfluence partner wineries, as well as exclusive advanced access and discounted tickets for Vinfluence events.

Gift memberships are also available for any duration, and wine is perfect for weddings, birthdays, holidays and more!

Our Story

Like many great ideas, Vinfluence was conceived over a bottle of wine shared with friends. A Petite Sirah purchased directly from a tiny winery in Napa, the wine was outstanding. It was a limited-production, handcrafted wine that wouldn't easily be found in stores—if at all. So, when the last drop was gone and the group wanted more, it clicked: it should be easier to access artisanal wines. The idea for Vinfluence, a wine club that helps you discover the best small wineries in the country by delivering their wines directly to your door, was born.

Our Founder

Shannon Westfall is a wine geek—the kind that obsesses over specific vineyard sites, asks winemakers about their ‘oak program’ and relishes the story behind every bottle. She fell in love with wine nearly a decade ago, on a vacation to Napa and Sonoma with her now-husband, Rich. When the couple ventured off the main drag and away from the big commercial tasting rooms, they discovered where the real magic happens: in small, independent wineries. By the time Shannon and Rich returned home, they had joined seven wine clubs and, over the years, have amassed an unreasonably large collection of small-production wines given the size of their New York City apartment – they often joke it’s really just a wine cellar with a bed.

After many years as an amateur oenophile, Shannon became a certified sommelier and a wine educator. She believes that every bottle tells a story—it’s a tale of who made it, where it’s from, and who you choose to share it with. Shannon stands firm that the best wines are handcrafted in small lots by winemakers who view wine as an art form, not a product. Additionally, Shannon is a California Sustainable Winegrowing Ambassador, as she believes that wine can delight your palate without hurting the planet. When Shannon founded Vinfluence in early 2016 she joined her passion for fine wine with her desire to make a difference.

Our Causes

What if every time you enjoyed a bottle of wine you were also helping to feed the hungry? Or reverse deforestation? Or empower youth to make positive life choices? Vinfluence believes that drinking great wine and giving back is a perfect pairing. We’re committed to donating 20% of our proceeds to help make the world a better place. We’ve partnered with leading nonprofit organization to champion three core causes:

- Fighting Hunger and Food Waste with [City Harvest](#)
- Replanting Our Forests and Combating Poverty with [Sustainable Harvest International](#)
- Empowering Underserved Youth with [Fiver Children's Foundation](#)

Customer Reviews:

“As a newcomer to wine clubs, I have been consistently impressed with the breadth and quality of wines I receive from Vinfluence. Every month, the wines and recommendations are superb - I would absolutely recommend Vinfluence to anyone looking to expand their horizons.” – Joe S., New York, NY

"I love my subscription to Vinfluence! It's an easy and efficient way for me to not only stock up on great wine for my dinner parties, but also to discover interesting smaller wineries typically not available in stores." – Holly W., San Francisco, CA

"I've been a member of Vinfluence for a few months now and just wanted to say how fantastic it has been! Vinfluence has done the hard work of finding high quality, small producers for me to try. Even better, I get to try wines that are out of my comfort zone. I have not had a bad bottle, and have loved all of the wines to date! Love what you guys are doing – Thanks, Vinfluence!" – John B., Lake Zurich, IL

"Vinfluence does an amazing job finding unique wines that always intrigue my palette. I always count down the days until my next shipment!" – Prasannah A., New York, NY

"I love the booklet that comes with the wines. With the story and all the pictures, it makes me feel like I've visited the winery, like I've met the winemaker. It makes drinking the wines an experience." – Meghan V., New York, NY

"Great wines that I can't find in stores where I live, and I love the information provided with the wines." – Jeff E., Colorado Springs, CO

"Great service for wine lovers. Convenient. It is the only way I can gain access to the smaller producer's wine and get to help charity too. Win-win." – Lou R., Chatham, NJ

“Wonderful service to identify thinly circulated wine.” – Darren S, Brooklyn, NY

“Wines are amazing, delivery is seamless and the information regarding the wines is very helpful and detailed” – Ezgi E., New York, NY

“Everything about it is special and great. The wine so far is spectacular!” – Andrew B., Kansas City, MO

Cut & Paste Summaries

Long

Vinfluence is a new kind of wine club. We curate a selection of the best artisanal wines in the country and deliver them directly to your door. Four key values—quality, authenticity, sustainability and philanthropy—drive everything we do, from selecting wineries with responsible farming and production practices, to supporting carefully chosen nonprofits.

We believe that great wine is made in small lots by passionate people and each month we'll bring you the exceptional wines of a different boutique winery. Are you ready to uncork some good? Visit www.vinfluencewine.com to learn more and join the club.

Short

Vinfluence curates a selection of the best artisanal wines in the country and delivers them to your door. Driven by four key values—quality, authenticity, sustainability and philanthropy—Vinfluence helps you *uncork some good*. Learn more and join the club at vinfluencewine.com

Recent Press:

[Looking for artisanal wine? This wine club does the legwork for you](#) – FastCompany

[This Wine Subscription Service Supports Small Producers and Good Causes](#) – Edible Manhattan

[Wine by mail, so you never have to leave your house again](#) – The Cap Times

[Get Your Mom a Wine Club Subscription For Mother's Day](#) – Robert Parker Wine Advocate

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Media Inquiries: Please send all media inquiries to info@vinfluencewine.com