

America's Luxury Fine Wine Purveyor Wine Spectrum, Inc. Celebrates 30th Anniversary

Wine Spectrum, Inc. announced its 30th anniversary serving private and online retail customers. Founder & President Glenn Siegel launched Wine Spectrum in 1990 with the goal of making iconic wines accessible to wine enthusiasts in the United States. The company works collaboratively with wine producers, importers, distributors and brokers to access the world's finest luxury wines for its clientele. Wine Spectrum is well-known and highly regarded in the industry as the purveyor of luxury wine brands including: Screaming Eagle, Colgin, Harlan, Hundred Acre, Château Lafite Rothschild, Château Mouton Rothschild, Domaine de la Romanée-Conti, Domaine Leflaive, Domaine Comtes Lafon, Sassicaia, Tignanello and Pingus. WSI is likewise an important source of curated local wines from California, Oregon and Washington.

Company Founder & President Glenn Siegel remarked: "This is an incredible milestone for us. We've achieved success through our deep personal relationships within the wine industry and with our treasured customers. I'm proud of the hard work, passion and dedication of our team members. We're excited about the future."

Wine Spectrum's unique person-to-person direct sales philosophy is instrumental in developing long-lasting relationships with wine lovers.

"In today's hectic world, busy people still prefer a personal touch when buying luxury products" said Siegel.

Wine Spectrum's professional wine advisors cultivate a personal understanding of wine preferences for each client. They seek out wines that resonate with clients and keep them updated on new offerings. Wine Spectrum wine advisors offer a free service to customers including:

- Free storage and detailed inventory management. Wine Spectrum's 14,000+ square-foot, private, secure and climate-controlled warehouse in Santa Rosa, California boasts a breadth of extraordinary international wines.
- First access to wines in small quantities (exclusive, highly allocated, limited production wines, 100-point wines, special vintages, etc.).
- Advice on how long to age wines, appropriate wines for each occasion as well as food and wine pairings.
- Concierge service including where to go in wine country and help in securing appointments to "hard-to-get-into" tasting rooms.

Wine Spectrum's procurement team scours the globe for some of the most distinctive wines—from shipwrecked 1907 Champagne taken from the bottom of

the Baltic Sea—to exclusive Italian wines known only by their small-town neighbors.

Over the past 30 years, Wine Spectrum has been successful at evolving and changing to stay ahead of the curve positioning itself in the most competitive way possible. Wine Spectrum's e-commerce arm —winespectrum.com hosts a spectrum of wines from collectors' wines, high-scoring wines, Napa Valley Cabernet, Growers' Champagne, Bordeaux, Burgundy, gift sets and more. Top recommendations are offered through weekly emails, supported by a "recommendations" section on the website, a robust selection of wines are available along with curated wine gift sets.

"Wine Spectrum's combination of experienced wine advisors and our e-commerce arm—winespectrum.com work in concert to provide customers with the best of both worlds: personalized service as well as speed and efficiency in selecting wines" Siegel commented.

About Wine Spectrum

Wine Spectrum—in the heart of Sonoma wine country, provides discriminating collectors a spectrum of diverse, rare and highly allocated wines through personalized selection and guidance.

For more information on Wine Spectrum Inc. visit: www.winespectrum.com
www.linkedin.com/company/the-wine-spectrum

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