



Media Kit

Fact Sheet

About Underdog Wine & Spirits

About Underdog Wine Bar and International Winemaker, Adam Richardson

Underdog Wine & Spirits Wine Club





Fact Sheet

- Address:** 4590 Tesla Road, Livermore, CA 94550 (Located only 3 minutes away from Downtown Livermore. Approximately a 45 minute drive from San Jose, Walnut Creek and Tracy.)
- Contact:** Phone: 925-583-1581
Fax: 925-583-1160
info@underdogwinebar.com
www.UnderdogWineBar.com
Facebook: www.facebook.com/underdogwinebar
Twitter: @underdogwinebar
- Manager:** John Shaver
Chef: Barbara Llewellyn
- Established:** August 2010
- Hours:** Thursday-Saturday: 11:30am to 10pm
Sunday-Wednesday: 11:30am to 8pm
- Seats:** 158 seats (62 outdoors, 47 at the bar, 24 in private room)
- Reservations:** Parties of 8 or more available on
www.opentable.com/underdog-wine-bar-and-restaurant
- Bar:** Extensive global wine selection, including more than 48 wines by the pour, glass, bottle or flight
- Prices:** Wines: Flights starting at \$8, 2-oz pours starting at \$2, glasses starting at \$4 and bottles from \$12 to \$125.
Food: \$5 to \$20
- Parking:** Ample on-site parking (complimentary)
- Pets:** Not permitted
- Description:** International wine bar and seasonal small plates restaurant
- Cuisine:** Small bites to a light meal, Underdog Wine Bar features seasonal small plates with local ingredients, designed by Chef Barbara Llewellyn. For holidays and special events, special menu items for brunch, lunch and dinner are available.
- Setting:** Livermore Valley wine country at Concannon Vineyard
- Ambiance:** Sophisticated yet friendly and intimate; a lively environment with a vibe that is relaxed and clubby with a sense of city energy (urban oasis)
- Design:** Indoor: Chic yet authentic and warm with extensive use of reclaimed redwood from original winery; stylish, urban décor with rich hues that accent brick and wood; sumptuous furniture, including a comfy booth.
Outdoor: Relaxing and inviting patio with cozy, off-white cushioned chairs with soothing background music. Breathtaking view of the vineyards that surround the property. Heaters available for chilly evenings and ambient lighting for late nights. Tables of 4 and communal tables that seat larger parties available.
- Photos:** underdogwinemerchants.com/underdog-wine-bar-gallery



Fact Sheet (cont.)

Background:

Underdog Wine Bar (UWB) grew from the idea that the world is full of Underdog Wine & Spirits (UWS) winemakers producing outstanding yet overlooked wines just waiting to be discovered. Underdog Wine Merchants has made it their purpose to uncover these hidden treasures from around the world. In 2010, UWS decided to create a venue where these wines could be discovered, savored and paired in the company of delicious cuisine. Built on the grounds of Concannon Vineyard, just minutes from downtown Livermore, UWB is an urban experience situated on a historic vineyard. More than 48 wines from around the globe are represented and can be enjoyed by the pour, glass, flight or bottle. UWB's state-of-the-art Enomatic® argon dispenser ensures perceptible freshness for every glass of wine. The menu at Underdog Wine Bar has been custom designed by award winning caterer and chef, Barbara Llewellyn to complement the wines served. The "from-scratch" menu highlights local farms and purveyors, house made sauces, and delicious homemade desserts. The small-plates are intended to share, bringing people together over delicious food, and great wines, in a beautiful setting.

Special Features:

- **Wine Flights** - Underdog Wine Bar's concise, informative menu includes several wine flight selections to choose from, each complete with an in-depth description that includes tasting notes on each wine as well as background on the winery and vineyards. Wine flights are served with user-friendly slotted trays made from recycled redwood, with tasting cards for each of the wines included for guests to take home.
- **Featured Winemakers** - Each third Thursday of the month, a different winemaker/vintner will join guests for a series of tastings and a lively discussion about their wines.
- **Other** - Live music, events, special menus items, occur by occasion. Dates and details are list on www.UnderdogWineBar.com.



Fact Sheet (cont.)

Wines:

Underdog Wine Bar is about diversity and exploration when it comes to wine. More than 48 wines are available to explore every day, representing unique and undiscovered gems from around the world. From Italy to Australia, Spain, Alsace, Germany, New Zealand, Argentina and California, the wines of Underdog Wine Bar comprise a round-the-world tour of styles, varieties and prices. Wineries include Darcie Kent Vineyards (one of Livermore Valley's premier vintners since 1996), Helfrich (Alsace), Albino Armani (Italy), Cupcake (California), Big House (California), Chockstone (Australia), R. Müller (Germany), Monticello (Spain), Brophy Clark (California). In addition to the UWS portfolio, UWB offers wines from local wineries and vineyards, including Picazo, Harris Tesla and Fleming Jenkins Vineyards & Winery.

Media Contact:

Melanie Gameng, Underdog Wine & Spirits
Melanie.Gameng@TheWineGroup.com 925-583-1568



About Underdog Wine & Spirits

Underdog Wine & Spirits, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: the “underdogs” of the sometimes stuffy wine world. We work with domestic and international producers to craft unique wines that are a breed apart. The home of Cupcake, Fish Eye, **flipflop**, Big House and Octavin Home Wine Bar, our portfolio includes wines from California, Washington, France, Italy, Germany, Spain, South Africa, Chile, Australia, Argentina and New Zealand. For more information about Underdog Wine & Spirits, visit www.UDWS.com.

Adam Richardson, our head winemaker, carries a philosophy to create wines that are truthful to their origins-by expressing the character of the region, the qualities of the variety and the personality of the creators. Adam strives to carefully craft wines that are in harmony with both the label and the brand personality. Finally, Adam wishes to over-deliver in the quality of our wine and to create immense value so that great wine can be enjoyed every day. To us, it is all about the wines!

Adam Richardson, International Director of Winemaking and Spirits

Adam is an accomplished and passionate winemaker and takes great pride in crafting premium artisan wines that reflect unique regional terroir. He has extensive experience making wines on five continents and has worked over 20 harvests around the globe in the past fifteen years. Working closely with a select group of other award-winning winemakers (and now spirits) from some of the world’s best known regions, Adam sources the highest quality products from around the globe.





Underdog Wine & Spirits Wine Club

The Underdog Wine Club is great for seasoned wine drinkers and new wine explorers alike. The club allows one to try new, underappreciated and unsung wines from around the block and around the world. Every wine we feature is handcrafted by artisan winemakers and we stand behind the quality. At an average price of \$24 per bottle, these wines represent an incredible value.

The Benefits

- **Quality:** Our club features wines that are blended or hand selected by winemaker Adam Richardson.
- **Convenience:** The best wines for the season, selected at their prime. Option of picking up at Underdog Wine Bar or shipped to your door. Cost per quarterly shipment is approximately \$72.
- **Save:** Members get 25% off all Underdog Wine & Spirits logoed merchandise.
- **Enjoy:** Members receive a complimentary pour at Underdog Wine Bar.
- **Events:** Members will be invited to exclusive VIP events and get preferred availability in the library room and patio to host their events (banquet rules apply for parties of over 6 guests).

The Clubs

- **Mixed Breed Club:** Our most popular club. With this club, each quarter one will be shipped three bottles of red and white Underdog wines, hand selected at their peak and appropriate for the shipment season.
- **Purebred Red Club:** A club for the red lover. With this club each quarter one will be shipped three of our favorite Underdog red wines, as always, selected at their prime.
- **Darcie Kent Vineyards Club:** Our pick of the litter is Darcie Kent Vineyards, one of Livermore Valley's premier vintners since 1996 focused on single vineyard wines, many of which are limited releases. With this club one will receive three bottles of Darcie Kent Vineyards quarterly.

Sign-up available at Underdog Wine Bar or www.UDWS.com.

The Terms

- Members must be at least 21 years of age at time of enrollment. Wines must ship to and be signed for by persons of at least 21 years of age.
- Due to shipping laws, membership is only available to certain states.