



## TERRESTORIA

### PUTTING WOMEN, INDIE GRAPES AND UTAH FIRST IN WINE IMPORTS

SALT LAKE CITY, Jan. 10, 2018 — Utah wine importer Terrestoria is dedicating its second year of operations to the cardinal points of its portfolio by declaring 2018 *Year of Indigenous Grapes and Women in Wine*. According to the company's founder Stephanie Cuadra, what the wine industry and consumers both need —now more than ever—is focus. Terrestoria therefore takes a tailored approach to sourcing artisanal wines from women-run estates in Italy and Spain, exclusively for the Utah market.

“This is clearly not how to make it big in the wine business,” says Cuadra. “We choose to emphasize viticultural tradition that by nature and by definition is very small.” In addition to sharing limited scales of production, the wineries handpicked by Cuadra are virtually unknown to international audiences. Suddenly, Utah trade and consumers are discovering single-vineyard crus from tiny Old World appellations before their counterparts in top-tier wine markets across the country.

“Terrestoria is a very *personal* project—personal for me, of course—though equally so for the producers with whom I partner and for the deeply supportive community of wine lovers in Utah that has cheered us on from the beginning,” adds Cuadra.

While mainstream importers are often squeamish about working in *control state* environments where local laws closely dictate the business of alcohol, Terrestoria was founded on the premise that rapidly rising demand for fine wine in Utah warrants the company's undivided attention. Meanwhile, record-breaking sales at state liquor stores across the Wasatch Front point to an historic demographic shift underway, offering timely validation for Terrestoria's geographic focus.

Dedicating the year ahead to indigenous grapes and women in wine is more than a social media campaign; it is the reaffirmation of basic principles that gave rise to Terrestoria and that continue to propel yet another startup forward in the Beehive State one year on.

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### ABOUT TERRESTORIA

Founded in Salt Lake City and operating from satellite offices in Milan, Terrestoria was created to foster discovery among Utah's burgeoning community of wine enthusiasts. While focusing on lesser-known wine regions and indigenous grapes of Italy and Spain, Terrestoria partners with small-scale producers whose voices are rarely heard beyond local borders. Terrestoria champions inclusiveness in the wine industry and is proud to feature wines from the following women-run estates: *Adega San Salvador de Soutomaior* (D.O. Rías Baixas, Galicia); *Cascina Montagnola* (Colli Tortonesi DOC, Piemonte); *Podere Conca* (Bolgheri DOC, Tuscany); *Alepa* (Terre del Volturno IGT, Campania); *Quarta Generazione* (Aglianico del Vulture DOC, Basilicata); *Santa Maria La Nave* (Etna DOC, Sicily).

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