

RE: NOTES FROM INSIDE OUR WINERY:

GREETINGS FROM 35,000 FEET SOMEWHERE ABOVE KANSAS! I'M ON MY WAY TO NEBRASKA TO LAUNCH SOME SCOTTO CELLARS BRANDS. PRETTY STOKED TO BE ON THE ROAD SHARING OUR FAMILY'S WINES!

WHILE I'M HEADED TO OMAHA, MY BROTHER MICHAEL IS BUSY PLANNING AUGUST BOTTLEINGS, MY SISTER NATALIE IS WORKING HER WAY THROUGH PILES OF COMPLIANCE APPLICATIONS AND PAUL, MY WINEMAKER BROTHER, IS GEARING UP FOR THE 2018 HARVEST. WE ARE A FAMILY OWNED AND OPERATED BUSINESS.

15 YEARS AGO WHEN I STARTED SCOTTO CELLARS, I HAD NO IDEA IT WOULD BECOME WHAT IT IS TODAY. BACK THEN, I WAS PULLING HOSES IN THE CELLAR, DUMPING GLASS ON THE BOTTLING LINE, LOADING TRUCKS WITH PALLETS OF WINE, SENDING SAMPLES FROM MY APARTMENT TO POTENTIAL CUSTOMERS AND JUMPING ON PLANES TO WORK THE STREETS MYSELF.



NOW? NATALIE, MICHAEL, PAUL AND I TOGETHER RUN SCOTTO CELLARS WHERE WE MAKE WINE AT OUR 5 WINERIES LOCATED IN NAPA, LODI AND AMADOR COUNTY, HAVE MULTIPLE WINEMAKERS, PRODUCTION MANAGERS AND A NATIONAL SALES TEAM THAT HAVE HELPED MAKE SCOTTO CELLARS A TOP 50 WINE COMPANY IN THE COUNTRY.



BEING INVOLVED IN A FAMILY BUSINESS CAN BE VERY CHALLENGING BUT, WITHOUT A DOUBT, IT'S THE SINGLE MOST IMPORTANT REASON BEHIND THE SUCCESS OF SCOTTO CELLARS. OUR PARENTS CONTINUE TO PLAY SUCH AN IMPORTANT ROLE IN OUR ABILITY TO WORK TOGETHER. WITHOUT THEIR GUIDANCE, WE WOULDN'T HAVE A CHANCE!

IT'S OVERWHELMING TO THINK OF WHERE SCOTTO CELLARS WILL BE IN 15 YEARS. THE WINE BUSINESS CONTINUES TO BE DYNAMIC WHILE WINE DRINKER PREFERENCES ARE FOREVER CHANGING. ONE THING IS FOR SURE, WE WILL CONTINUE TO GIVE OUR CUSTOMERS WHAT THEY WANT. US SCOTTO'S WELCOME THE FUTURE BECAUSE WE VIEW CHANGE AS OPPORTUNITY, CONTINUE TO BUILD AN INCREDIBLE TEAM OF LIKEMINDED PEOPLE AND HAVE EACH OTHER TO ALWAYS COUNT ON.

AND DID I MENTION MY PARENTS HAVE 13 GRANDKIDS WHO ARE CHOMPING AT THE BIT TO BECOME THE 6TH GENERATION OF SCOTTO'S IN THE WINE BUSINESS?

ANTHONY III

