

Press Release - For Immediate Release

From Napa to Cincinnati, with Love:

# WineSociety.com

*Wine World, meet The Millennials. And She's In Charge.*

**Angela and Austin Allison and a Napa-based e-com winery, from the creators of dotloop. California-based, Midwest-raised couple sold last venture to Zillow for \$118 million. Launching in early April, from offices in Napa and Cincinnati, pre-sale open now.**

[CINCINNATI, Ohio, and NAPA VALLEY, California - April 20, 2018] While building their first Cincinnati-based company, dotloop, Angela and Austin Allison frequently travelled to and fro from San Francisco. The Napa Valley wine culture quickly rubbed off on them - developing their passion for wine, and their desire to share this culture with the Midwest.

For their third act, in an enterprise led by Angela, this Millennial couple with indomitable entrepreneurial roots is now unveiling WineSociety, with offices in the Napa Valley and Cincinnati.

Napa's newest winemaker will be unleashing a rush of tasty, premium California wines that will be available on shelves and online, with free shipping.

"Our mission is simple," says Angela, CEO and Co-Founder of WineSociety. "We want to bring premium wine, at approachable prices, in simple packaging, which is more practical than glass bottles and corks. The future is Cans!

WineSociety is a Millennial couple's solution to dated business models, such as the international wine industry. Why, after all, can't a wine lover get what they want, when they want it, the way they want it?

## **Tempting Fate, by Chance?**

The answer: Premium California wine, made in the Napa Valley, featuring Tempt (Red), Fate (White Blend), and Chance (Rose Blend). WineSociety sells a nine-can case (500 ml cans) for \$129, or \$3.50 per glass, which includes Free Priority Shipping.

WineSociety is financially backed by the Allisons and several other prominent investors from Cincinnati and California. Many of those investors previously backed Austin's prior companies, including dotloop and rentl.com.

Interviews with Angela Allison, CEO and Co-Founder of WineSociety, are available immediately. WineSociety keeps a lively conversation active on Instagram at @WineSocietyLife. The WineSociety No. 44 Mazda will be in action this weekend at the Global Mazda MX-5 Cup. The Co-Founder and Chairman of WineSociety, Mr. Allison, will be navigating his second professional race today at 1 p.m.

"WineSociety will become a household name, like dotloop and our parent company, Zillow, have become in real estate," says Angela. "Wine doesn't have to be complex, or expensive, to be simply amazing. It doesn't even have to be in a bottle!"

Contact: Angela Allison (513) 476-9163 [angela@winesociety.com](mailto:angela@winesociety.com)

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Press:

[andy@andyhemmer.com](mailto:andy@andyhemmer.com)

(513) 604-5428 (txt-friendly)