



ENOTRIAS

PRESS KIT 2021

ELITE SOMMELIER SERVICES
WINE APPRAISALS - TASTING EXPERIENCES
PRIVATE JET AND MARINE SERVICES

SOMMELIER TO THE STARS
OF SILICON VALLEY

ABOUT ENOTRIAS

Certified Sommelier Melissa L. Smith founded Enotrias in 2011 to offer wine cellar management, wine appraisals and other Elite Sommelier Services, including wine tasting experiences, wine relocation and private marine and aviation consulting. Her clients include Silicon Valley heavyweights such as Google and Facebook, as well as high net worth private clients in the Bay Area and across the country. Melissa was one of the first sake sommeliers in the country, and the first wine professional in the United States to be certified by State Bar Associations for her proprietary seminar titled The Valuation and Appraisal of Wine Collections as it pertains to Family Law and Trust and Estate litigation.

THE ENOTRIAS STORY

Melissa trained as a chef at the Culinary Institute of America (CIA) and spent 15 years in some of the top kitchens in the United States and Japan, including a stint at The French Laundry, esteemed as one of the best restaurants in the world, and which has Three Michelin Stars. Melissa has roamed the country with her knife bag and an unbridled sense of adventure, bounced from a Relais & Châteaux dude ranch in Montana to a hunting camp in Idaho. She boarded a charter yacht in Southeast Alaska and spent a pineapple-scented season in Maui. Melissa then spent time as the private chef for families of industry giants before settling down in the San Francisco Bay Area to pursue a career in wine and hospitality.

While working full-time as Head Sommelier and buyer for K&L Wine Merchants, the country's largest online wine and spirits retailer, Melissa developed the first iPhone App for wine pronunciation, the Enotria Guide. As the Enotria Guide continued to grow and develop, Melissa evolved the concept into Enotrias: the San Francisco Bay Area's premier private sommelier service company, underpinned by her proprietary software and extensive knowledge about global wine producers and extremely rare bottlings.

Melissa is a jet-setting sommelier in the truest sense, both offering training for service aboard business jets and flying private to serve clients and manage cellars around the country. Melissa can consult on legal matters throughout the U.S., and she is also the first and only wine professional to be certified in 10 states by the State Bar Association for her legal presentation on The Valuation and Appraisal of Wine Collections.



INTRODUCING:
MELISSA L. SMITH
CERTIFIED SOMMELIER



Melissa is "Sommelier to the Stars of Silicon Valley" and provides virtual, in-home, and corporate wine tasting seminars, and private cellar services to top collectors in California, the East Coast and Hawaii.

Melissa's proprietary Enotrias software ensures that her wine cellar inventories are the most efficient and accurate in the industry, and easily accessible through a respected, widely recognized cloud-based system.

In 2018, Melissa became the first person certified by the California State Bar Association for her seminar on the Valuation of Wine Collections, and in 2020 her Continuing Legal Education (CLE) was credited in Texas, Oregon, Washington, Idaho, Utah, Colorado, New York, Connecticut, and Illinois.

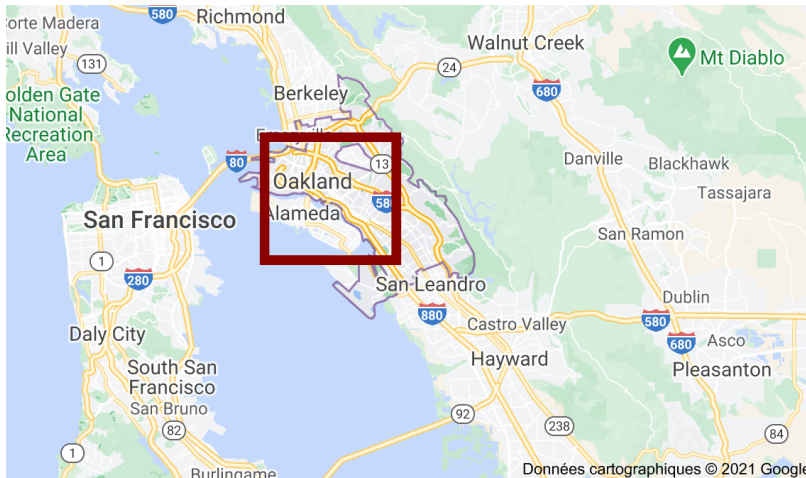
Melissa's reputation for providing high-profile clients with cellar services has led to a series of MCLE seminars, where she works directly with Family Law and Trust and Estate attorneys as a valued resource for legal cases, and Uniform Standards of Professional Appraisal Practice (USPAP) compliant appraisals.

Melissa is certified by the Court of Master Sommeliers, The Culinary Institute of America, The California State Bar Association, The Sake Education Council, and the Appraisers Association of America for USPAP. Melissa's work has been published in print and online, and she is often used as a trusted source for industry news.

Melissa is also an active philanthropist, working with the SPCA, earn.org, Children's Health Guild, and the John Muir Land Trust.



LOCATED IN THE HEART OF THE BAY AREA



Headquartered in the San Francisco Bay Area, California, Enotrias mainly focuses on domestic wine collections and providing dedicated service to clients around the Bay Area and North America, although Melissa also works for international clients and collections.

CLIENTS





SERVICES

EVENTS, VIRTUAL WINE TASTING SEMINARS AND EXPERIENCES

Enotrias offers full-service, in-home and corporate team building wine, sake and spirits seminars, both on and off-site. Melissa can tailor custom themes and signature cocktails to every event. An experience might last between one and two hours, begin with a sparkling wine or cocktail reception, and include four to six pours of hand-selected wines or spirits with a thorough education on the selected theme. Wines and spirits can be customized to fit any budget, from \$20 to \$2000 per bottle.

WINE CELLAR MANAGEMENT

Enotrias Elite Sommelier Services include cellar organization, inventory, tracking software, valuation and brokering, wine curation for investment and consumption, and collection maintenance. Melissa has designed her own proprietary software for efficient, expert inventory management.

VALUATION OF WINE COLLECTIONS CLE

Enotrias offers Continuing Legal Education (CLE) seminars around The Valuation and Appraisal of Wine Collections as they pertain to Family Law and Trust and Estates, certified by the State Bar Association in 10 States. Melissa has consulted on cases involving divorce, trust preparation, trust disbursement, probate, and insurance. Enotrias CLE course topics have included:

- Why you need to hire a qualified wine professional, and not your nanny, to inventory your wine.
- How a wine is assigned a value: Vintage, Domaine, Provenance, Condition, OWC, OTP, etc.
- How a 4-point font could make a several hundred or several thousand dollar difference.
- Why some wines have no value.





SERVICES

WINE APPRAISALS

Enotrias offers specialized inventory and valuation for insurance and legal purposes, including damage claims, divorce settlements, estate probate, insurance claims and non-cash charitable donations. All wine appraisals are USPAP compliant.

CONSULTING

Services include developing food and beverage programs, events and marketing, social media, and staff training. Enotrias also specializes in rebranding and revitalizing existing businesses.

WINE RELOCATION

Enotrias can inventory, organize and coordinate the relocation of wine collections with qualified, specialist wine movers. Wine movers will handle the packing, transport, and insuring of the collection.

PRIVATE MARINE AND AVIATION SERVICES

Enotrias offers comprehensive food and beverage training to flight attendants employed by private and corporate jet and yacht services. Services include curating wine for vacations, considering the cuisine and season at the destination; and Personnel Sommelier Services, including sourcing wines and delivering them to jet terminals so that clients need not interact with wineries or retailers.



ENOTRIAS EXPERIENCE

CURATED WINE TASTINGS

EXPLORING WINE OF SILICON VALLEY

From the wines of the Santa Cruz Mountains to the Urban Wineries of San Francisco, Melissa offers an in-depth guided tasting and historic perspective of the wineries that are located in the Silicon Valley.



HOW TO DRINK WINE LIKE A BALLER ON A STUDENT BUDGET



A class taught to Stanford Business Students where they were able to learn about and taste wines that were affordable on a student's budget and would set them on the path of wine enlightenment. Key tools and resources were used in developing an education that will save hours and thousands of dollars in education, while instilling a level of unparalleled passion.

MAD MEN COCKTAIL CLASS

One of Melissa's most popular classes! Mad Men aside, this is a class that every cocktail enthusiast should experience whether they're starting their own home bar, a job in the restaurant industry, or just want to perfect the basics. Melissa will talk about the history and background of seven iconic cocktails, and guide a tasting of each individual, hand-selected spirit. Attendees will learn the basics of the bar, equipment, spirits, ingredients and technique.



ENOTRIAS EXPERIENCE

WINE TOURS

Enotrias can plan custom wine tours to any region, leveraging Melissa's strong, long-standing connections in the wine industry. A guided exploration of the Napa Valley might include stops at Domaine Carneros, the sparkling wine house owned by France's prestige Champagne house Taittinger, and Robert Sinskey, which produces phenomenal biodynamic wines alongside an extraordinary culinary program.



SKYSOMM SERVICES

Melissa provided full training to the crew on McKesson's fleet of jets on every element of the company's wine list: service, food pairings, wine basics, specifics on the wines and the wineries.



MELISSA HAS APPEARED IN:



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