

# MONTAUK WINE COMPANY™





MONTAUK  
SUNNY

MONTAUK  
GREAT  
WHITE

Viking

## EXECUTIVE SUMMARY

Montauk, New York has steadily gained wider attention in the US and abroad. A little town with a big audience its been called and dubbed by *French Vogue* as the new St. Tropez. In recent years, major investments in the area renovating older hotel properties and resorts have seen the town go from a sleepy fishing village into a world class resort area. Montauk has gained strong brand recognition.

In the past 5 years, rosé wine has become the drink of choice in the summertime here in the South Fork and it is now starting to branch out nationally as word travels. It has become the best selling wine in retail stores and restaurants with many vintners selling out each season. We have created our version of a Montauk branded rosé called Montauk Summer™ Rosé now in the second season. Our first season was a sell out and recently added is our new white blend called Montauk Great White™. Both wines are made by esteemed North Fork veteran winemaker Russell Hearn on the North Fork of Long Island with all locally sourced grapes. Our cool labels were designed by local artist Peter Spacek and evoke the carefree spirit of a Montauk summer. Plans include a red wine to be introduced in mid 2019.

We feel the time is now to roll out our brand to neighboring states up and down the Northeast and Southeast seaboard with key markets in Miami area and future expansion to the LA coastal markets in 2019/20.

### ANNERIS BLAIR, OWNER

Born in the Dominican Republic and living in the US for over 25 years, Anneris comes from a fashion retail background with positions in Westchester, Manhattan and the Hamptons. A lover of travel, Anneris first came to the East End a decade ago and was happily married in Montauk where she lives year round today. Over the years, Anneris came to love rosé wine. Together with Mike and Mark, they came up with idea to create wines that embody the carefree beauty of Montauk in the summertime.

### MARK BLAIR, CONSULTANT

Born in New Jersey, Mark has extensive experience in the transportation and delivery business for over 32 years. He is an avid wine collector, music lover and has traveled extensively to visit some of most popular wine regions both domestically and abroad. He currently lives full time in Montauk after a decade in Manhattan and serves as a consultant for the Montauk Wine Company™.

### MIKE CAROLAN, CONSULTANT

Born in Brooklyn, Mike has been involved in the food and beverage industry for over 35 years. His experience includes bar and restaurant management and ownership, with extensive experience in the Manhattan and Hamptons markets. Passionate about food and an ardent wine connoisseur, Mike has lived full time in Montauk for over a decade and serves as a consultant for the Montauk Wine Company™.

## MARKETING & PUBLIC RELATIONS SUMMARY

Upon the 2018 launch of Montauk Wine Company™'s two new wines, Montauk Summer™ Rosé and Montauk Great White™, WordHampton Public Relations prepared a strategy that involved marketing, advertising and public relations to penetrate the Hamptons market. The advertising strategy included placements in select media outlets including: trendy and hip Montauk based *Whalebone Magazine*, a print, digital and social presence with top food and beverage media outlet *Edible East End* and a "Hamptons Treasures" advertorial in the premier of *Hamptons Magazine*.

The marketing strategy kicked off with a launch party aboard the beautiful Heron Yacht. A select group of restaurateurs, business associates and media attended the event. Guests enjoyed the wines and left with a Montauk Wine Company™ branded tote bag which included issues of magazines featuring the brand. Professional photos were taken at the event and shared with local media who published shots from the event for additional brand exposure. Montauk Wine was also featured at select influential events in the Hamptons including: the Rosé Soirée in Southampton presented by Porsche featuring 40 top rosés, Taste of Two Forks in Bridgehampton featuring top Hamptons restaurants and wines, and a post-screening party for the new movie, *BlacKkKlansman*, at The Maidstone Hotel hosted by *Hamptons Magazine* featuring celebrities such as Alec Baldwin, Christie Brinkley and Lorne Michaels. Digital media presence was also an integral component of the marketing strategy. Creative content was shared on Facebook and Instagram depicting beauty shots of the bottles and scenes in the Hamptons featuring the wines.

The public relations strategy included the preparation of a press kit including a launch press release, fact sheet and owner bios. Several media outlets were pitched which resulted in several influential editorial placements. The summer season kicked off with Memorial Day placements in *Beach Magazine*, *Sag Harbor Express Book #RoseAllDay* story, *Hamptons Monthly* (the magazine distributed on the popular Hamptons transportation, the Hampton Jitney) and *Pure Wow*, which included the wines in "5 Great (and Locally Made) Wines You'll be Drinking this Summer." Samples of the wines were distributed to top editors of Hamptons publications including: *Hamptons Magazine*, *Beach Magazine*, *Newsday*, the *New York Times* and *Purist Magazine*. In June, a few notable placements included *Sag Harbor Express Book* story "Women in Wine" featuring Anneris among other influential female wine industry types, online source *Guest of a Guest* featured Montauk Wine as "The Only Rosé to Drink Out East this Summer," while both *Newsday* and *Long Island Pulse* announced the new wines for the summer season. In July, additional samples were distributed to Instagram influencers [@eastendtaste](#) and [@eastendeats27](#), which received over 1,100 and 240 LIKES respectively. Additional media placements in July included a feature highlight in local magazine *Montauk Life* and as one of the season's "Must Haves" in *Hamptons Real Estate Showcase Magazine*, distributed through top real estate brokerage firms on the East End.



June 2018



The Hamptons  
Volume VI, Issue 1  
Memorial Day/June 2018

# Beach

MODERN LUXURY

## GREAT EXPECTATIONS

Hilaria Baldwin's  
Growing Empire

Plus

CLAIBORNE SWANSON FRANK  
CAPTURES EAST END MOTHERS,  
LUXE LISTINGS TO SNAP UP NOW  
& A HAMPTONS GOLF GUIDE

@BEACH MAGAZINE  
MODERNLUXURY.COM

navigate

NOW IN THE HAMPTONS

## SEAS THE DAY

This season, Heron Yacht Charters makes a splash with new water activities.

Taking advantage of the season, Hamptonites love their watersports. Tapping into those vibes, **Heron Yacht Charters** is offering new excursions and partnerships for the ultimate day at sea so that the wild ones can explore their favorite summer activities. SUP Yoga takes downward dog to the open waters, where yoga and paddleboarding mingle for an innovative exercise routine. For the adrenaline junkie, Heron Yacht Charters teamed up with Flyboard Hamptons to offer flyboarding, during which a jet-propelled hoverboard connects to a modified personal watercraft and allows adventurers to perform stunts up to 80 feet in the air. Finally, a partnership with Global Boarding provides brand-new boats equipped with sound systems for the perfect summer playlist to lessons on the waves. In other words, the board-ing cure to summer boredom. *1 Long Wharf, Sag Harbor; 32 Star Island Road, Montauk; syheron.com -Erica Comisso*

Choose from a variety of excursion options at Heron Yacht Charters and enjoy a day at sea on a luxury catamaran.

## NORTH CORK

Sip North Fork in a bottle with the Montauk Summer Rosé and the Montauk Great White, **Montauk Wine Company's** new summer wines. "Our wines are made to enjoy in a multitude of settings, and evoke the spirit of Montauk and its natural beauty," owner Anneris Blair says. Indeed, the Montauk wines are grown, harvested and bottled entirely in North Fork. The Summer Rosé blends syrah, malbec and merlot grapes to evoke breezy June and July evenings, and the Great White features viognier, sauvignon blanc, chardonnay and riesling. In a nod to Montauk's artistic traditions, the new bottles' labels are designed by local artist and surfer Peter Spacek, who depicts whimsical surfers, seascapes and sharks. Savor summer by the sea with these wines that truly represent Montauk inside and out. *552 W. Lake Drive, Montauk, montaukwinecompany.com -AnnaLiese Burich*



MONTAUK WINE COMPANY PHOTO BY PETER SPACEK

# HAMPTONS

June 29, 2018

SPECIAL PROMOTION

## 1. SEA GREEN DESIGNS

The colorful Adada Rocking Horse is sure to give children hours of entertainment. Made of rust-proof, eco-friendly aluminum - this piece is perfect for the playroom or the back yard! Available in all 24 of Fermob's unfailingly modern colors, the Adada Rocking Horse will brighten up any child's space! Retail for \$396.

68 Jobs Ln., Southampton,  
631.259.3612, [seagreendesignsilc.com](http://seagreendesignsilc.com)



## HAMPTONS Treasures



## 2. ADORNMENTS

Is there anyone that doesn't love these amazing Polka Dots? We really can't get enough of them! Give that fresh touch to your outfit with this straw bag with raffia pom poms. (\$115) Polka Dots are so chic and so sweet for summer days in the sun.

83 Main Street, Sag  
Harbor, 631.725.0051,  
[adornmentsfinejewelry.com](http://adornmentsfinejewelry.com)



## 3. INDEPENDENCE DAY STYLE!

Exquisite Vintage Cartier Silk Scarf Pillow. Watch and Airplane Print with Beautiful Blue Corners. Pillows Are Hand-Crafted From Authentic Designer Scarves. Collection Includes Designers Such As Christian Dior, Hermes, and Lanvin. Pillows Can Be Purchased at: [karielizabethllc.com](http://karielizabethllc.com), 917.539.8522, [kari@karielizabethllc.com](mailto:kari@karielizabethllc.com)

4.

**EAST HAMPTON GARDENS**

We would like to welcome John Derian to East Hampton Gardens this season! These classic decoupage accent plates and paperweights make wonderful gifts for any occasion. Come visit us at our beautifully curated garden and home retail experience in the heart of East Hampton Village!

16 Gingerbread Ln., East Hampton, 631.324.1133, easthamptongardens.com



7.

**MONTAUK WINE COMPANY**

Drink pink this summer with Montauk Wine Company's Montauk Summer Rosé. A delicious Long Island blend of Syrah, Malbec and Merlot grapes featuring fun and whimsical label art of a surfer cruising through the ocean in Montauk by local artist Peter Spacek. The perfect addition to your summer table, Montauk in a bottle. Available at fine wine shops and restaurants

montaukwinecompany.com



5.

**SNAKE CHARMER!**

Bejeweled gold serpents combine with blushing baroque pearls to create a contemporary and feminine take on seduction and innocence. You'll find the coolest fine jewelry, contemporary art and lifestyle objects you won't want to live without at this jewel of a gallery. Open daily. Friday and Saturday Open Late.

150 Main St., Sag Harbor, 631.919.5172 stellafiametheshop.com



6.

**BOB TABOR IMAGES**

Fine art custom sized limited edition prints featuring seascapes and horse portraits. Visit our website to view collections. Available for horse portrait commissions. Contact for in-home presentations.

917.715.9351, bobtaborimages.com, bobtaborimages@gmail.com



8.

**ENGLISH COUNTRY HOME**

Collectors Item! 1966 f100 FORD PICK UP. Long bed pick up truck, original straight 6 engine. Red and white inside and out - great condition, no rust. ready to drive! \$18,500.00

26 Snake Hollow Rd., Bridgehampton, 631.537.0606, ecantiques.com

# HAMPTONS

MONTHLY

<https://bit.ly/2IE9DUm>

5/15/18-5/30/18

LOCAL PROFILE INTERVIEW



## MONTAUK WINE COMPANY

### Wine, Montauk-Style

When you think about what Montauk is famous for—seafood, surfing, parties—it's not likely wine came to mind. Anneris Blair, owner of the Montauk Wine Company, is working on changing that, as her brand is expanding past rosé this year.

"Montauk always provided me with a sense of natural beauty, open space, and sparked my creative juices."

**Tell us a bit about yourself. Are you Hamptons born-and-raised, a transplant, or just a frequent visitor?**

I was born in the Dominican Republic and came to U.S. in my late 20's. I lived in NYC and when I met my husband, who spent his summers in Montauk since 1979, I fell in love with the area. We got married in Montauk and I have lived here year-round for the last four years after a decade in Manhattan.

**Is there something you see in Montauk that inspired the creation of your rosé?**

Montauk always provided me with a sense of natural beauty, open space, and sparked my creative juices. We felt we could make wines that represented the spirit of Montauk in summer and the carefree, laid-back lifestyle we all seek in the Hamptons.

**Grapes grow aplenty on the East End. Do you get yours from the North or South Fork, or off-island perhaps? Can you tell us what kind of grapes you're using and who grows them?**

Our Montauk Summer Rosé wine is a blend of mostly Syrah mixed with Malbec and Merlot, and our new Montauk Great White wine is made of four grapes: Vignier, Sauvignon Blanc, Chardonnay, and Riesling, all grown on the North Fork of Long Island! We are proud of our wine country here and wanted to make our wine and source grapes locally.

**Did you have any personal input in the creation of Montauk Summer Rosé? And if you're not the mastermind behind the wine, would you like to give a nod to that person or people?**

Our team behind Montauk Wine Company, which included consultants Mike Carolan and my husband Mark Blair, have all been wine lovers with varied work experiences and collected travels. We modeled our wines from the great rosés from the south of France and our white wine from the delicious table wines of Europe.

**I understand seafood is your thing, and of course Montauk is a pescatarian paradise! Which fish dish would you most recommend to pair with your wine?**

That's a tough question. Here in Montauk we have so much seafood to choose from. I would have to say with our Montauk Summer Rosé, some grilled shrimp and fresh-made pasta. And with our Montauk Great White, fresh Montauk fluke with some organic potatoes and fresh veggies would be my two go-to favorites.

**Word is you're working on a new product for 2018. Care to give us the scoop on what we'll be seeing from Montauk Wine Company this year?**

Last year we launched our rosé and it was very popular, so we ramped up production this year are introducing, in limited production, a new white table wine.



Navy Beach's Maryland Jumbo Lump Crab Cake with Pickled Onions, Sautéed Shrimp, and Korean BBQ Aioli

**Do you know which restaurants might be pouring your product this season? And if you could pick an eatery that will be serving MWC, give us the lowdown on what's the perfect menu item at each to pair with your beverage.**

At Navy Beach Montauk I would suggest starting with the Maryland Jumbo Crab Cake in a Korean BBQ Aioli, followed by the Soy Glazed Hake with sushi rice in a Coconut Red Curry Sauce with our Rosé, or the Grilled Avocado with Spagettini Pomodoro with a half lobster for our new white in that beautiful setting on Fort Pond Bay and you can't go wrong!

WRITTEN BY LIZ SHAPIRO

# HAMPTONS REAL ESTATE SHOWCASE

<http://bit.ly/2mJXfEH>

August 2018

## SUMMER FINDS

# MUST HAVES

### MADE IN MONTAUK

We'll take rosé all day, and white, too. New to the local wine scene is Montauk Wine Company, which recently released their newest label – Montauk Great White – this season. Both vintages are dry blends perfect for beach days and summer nights. Sip, sip, hooray!

[www.montaukwinecompany.com](http://www.montaukwinecompany.com)



### SURF ART

Hamptons Surf Company shapes high-density polyurethane foam with a basswood stringer, prints photographs on fiberglass and laminates them onto the board to create their signature Photo Boards. Fully functional on the wall and at sea, each piece is uniquely hand shaped and features a single edition photograph.

[www.hamptonsurfcompany.com](http://www.hamptonsurfcompany.com)

### STAY BRONZE

Keep your summer glow post-sun with Hampton Sun. The bronze shimmer spray revitalizes skin to achieve golden, shimmering skin while soothing aloe vera rejuvenates and chamomile calms and soothes skin's surface. Rich with antioxidants and natural extracts to nourish skin, this subtle shimmer is perfect to spritz before a night out.

[www.hamptonsuncare.com](http://www.hamptonsuncare.com)



### NOT JUST FOR KIDS

Trendy swan floats are so last year. Up your summer game with the enormous unicorn sprinkler from Big Mouth Inc. Standing over six feet tall, the inflatable mystical creature sprays water from its horn and is sure to impress your party guests – both kids and adults.

[www.bigmouthinc.com](http://www.bigmouthinc.com)



### POOL PILLOW

Add a deeper level of sophistication to your outdoor spaces with Sunbrella fabrics in the shape of custom pillows. Fade, mold, and mildew resistant, these decorative pillows add luxurious textures and colors to outdoor furniture and other design elements. Lounging poolside never looked so good.

[www.sunbrella.com](http://www.sunbrella.com)



# HAMPTONS

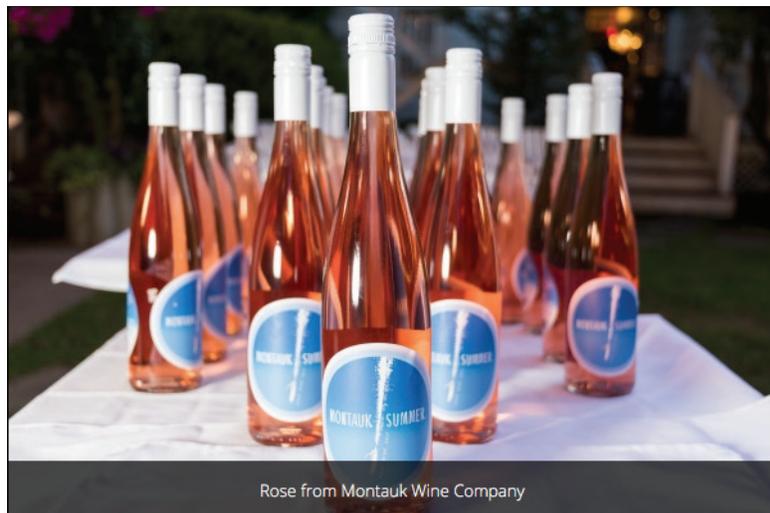
<http://bit.ly/2vNXfbN>

August 8, 2018

## ***FOCUS FEATURES SCREENING OF BLACKKLANSMAN HOSTED BY ALEC BALDWIN***

August 8, 2018 | [Parties](#)

On Sunday, August 5, 2018, film and television all-stars gathered with [Focus Features](#) and [Hamptons Magazine](#) on August 5 at East Hampton's United Artists Cinema for a special screening of Director Spike Lee's latest joint, [BlackkKlansman](#), produced by Oscar winner Jordan Peele. Following the film, notable guests including Hilaria Baldwin, Damaris Lewis, Don Lemon, Christie Brinkley, Lorne Michaels, Bruce Weber and more joined host Alec Baldwin at [The Maidstone Hotel](#) for an after-party featuring cocktails from [Casamigos Tequila](#) and rose from [Montauk Wine Company](#).



Rose from Montauk Wine Company





## THE WINES

Montauk Wine Company™ launched its first rosé in 2017 and quickly sold out. In 2018, two new wines were unveiled, Montauk Great White™ and Montauk Summer™ Rosé. Both vintages are crafted from locally sourced North Fork grapes and are a unique blend, creating a taste bringing to mind Montauk in the summer. Harvested, blended and bottled by Premium Wine Group in Mattituck, New York, Montauk Summer™ Rosé and Montauk Great White™ emphasize both value and quality.

### MONTAUK GREAT WHITE™

Montauk Great White™ is a blend of Voignier Sauvignon Blanc, Chardonnay and Reisling. Citrus and lemon grass aromas, enhanced by a Fuji apple and pear finish with a cleansing mouth-feel.

### MONTAUK SUMMER™ ROSÉ

Montauk Summer™ Rosé is a blend of Syrah, Malbec and Merlot grapes. Grapefruit and guava with a hint of rose petal aromas are complimented by watermelon and a lemon zest finish.

## 2019 RED

2019 Red coming soon.

## THE LOOK

The blends' unique labels are both adorned with exclusive artwork created by East End artist and waterman Peter Spacek.

## DISTRIBUTION

Distribution is provided by SolStars, Inc. SolStars' mission is to be the leading US importer and distributor of an international portfolio of wines from around the world. SolStars has crafted an outstanding portfolio of premier Italian, Spanish, French, and Israeli wines that infuses the US market with unique wines from small to medium sized international wineries. These wineries are capable of producing top-notch wines undiscovered by the domestic and international critic. Their portfolio is dedicated to these undiscovered gems as well as to the established brands of classic producers from the main wine regions of the world.

- 16 full-time sales team
- Multi-state distribution company
- Montauk Wine Company is currently SolStars' only locally-sourced wines

## SOLSTARS WINES

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New York, NY 10022-2511

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[www.solstars.com](http://www.solstars.com)



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