



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Pono Wines | Napa Valley

To all Hawaiians, *pono* is a way of life. It's also a commitment to leaving all things in a better place than when first encountered and additionally, *pono* is understanding and appreciating that life can be both simple and complex.

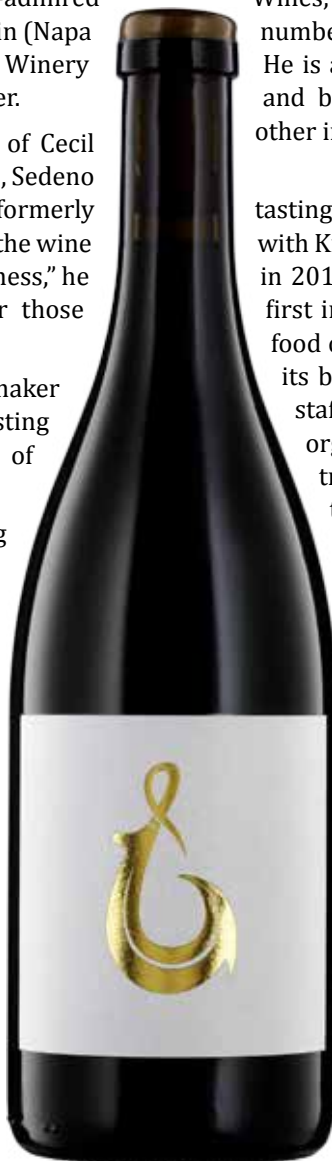
Dave Sedeno is a native Hawaiian (from the big island of Oahu) who has pursued a career in the wine industry on a part-time basis for more than two decades. During that time, he worked with numerous wineries and winemakers and developed a deep passion for the grand grape phenomenon. He credits such luminaries as Norm Kiken of the much-admired Reverie Winery and Vineyard on Diamond Mountain (Napa Valley) and Steve Reynolds of the Reynolds Family Winery (also Napa Valley) as mentors throughout his career.

After an occupation as a firefighter (shades of Cecil DeLoach) that spanned some thirty-four long years, Sedeno decided a change of lifestyle was in store. He had formerly worked part time in wine sales and marketing and the wine industry beckoned to him. "I know it's a crazy business," he related, "but, it offers a sense of adventure for those involved. I guess I just love the experience."

A number of years ago, Dave Sedeno met Winemaker Grant Long, Jr., and the two developed a lasting friendship that culminated in the development of Pono Wines in 2012.

"I had absolutely no aspiration about getting into the business on the winery side," confessed Sedeno. "The fact is, that I first met Grant when he was associated with Reverie. We had lost contact for a while, but I found him again, and we met for lunch. In less than an hour, he had convinced me that I should start Pono Wines and have him make all the wines."

The company's first releases were in 2012, a minute 50 cases each of a red and white blend. Customer and industry support and praise helped Pono Wines become entirely successful. The annual case production has risen to around 265 cases, but Dave Sedeno is hesitant to expand his production at a swifter rate. "I think I know this business after way more than twenty years," he explained. "I know how it works. When you source your grapes, you must be incredibly selective and I adhere to that philosophy."



Sedeno also points to his Hawaiian background and the attitude it embodies. "Back home, we learn to take things as they come and not to stress over those things that you cannot control. I know when the timing is right and the fruit is exceptional, Grant will be able to help us get to the next level."

Winemaker Grant Long, Jr., is more than just a friend to Sedeno. A long-time resident of the Napa Valley, Long must be considered an insider when it comes to locating desirable fruit and making wines for Pono Wines. His own winery, Aonair Wines, was founded in 2008 and has collected a sizable number of high scores and awards for his wine portfolio. He is a true artisan in the winemaking field of endeavor and believes that mass-production is better suited for other industries, not winemaking.

Pono Wines has taken a giant step and opened a tasting facility in downtown Napa City. "We are partnering with Kitchen Collective, an urban cooking club that opened in 2016. Such clubs already exist in Europe, but this is a first in America. The idea is to be able to pair wine and food correctly and Kitchen Collective's staff really knows its business." In this interactive tasting experience, the staff works with visitors to choose from the finest organic, locally sourced farm-to-fork fare to create a truly personalized tasting. Then, visitors are invited to watch, or put on an apron and join the CIA-trained chefs to prepare the personally curated menu. Guests can relax in a private dining space and enjoy the fruits of their labor, paired with Pono's highly-rated, small production wines.

Stories like Pono Wines are feel-good accounts of hard working people taking a chance on starting a business that they truly love. Dave Sedeno's second career will probably be his most recognized since firefighting provides many heroes, but few celebrities. Pono Wines is a true labor of love that is totally liquid in nature, but definitely implanted when considering both dedication and heart.

We are delighted to feature Dave Sedeno and his marvelous Pono 2018 "Aina" Pinot Noir from Napa Valley. We know you will enjoy it to its fullest!

# Pono | 2018 "Aina" Pinot Noir, Anderson Valley



**94 POINTS  
+ GOLD MEDAL**

— *Tastings.com*  
(Beverage Testing Institute)

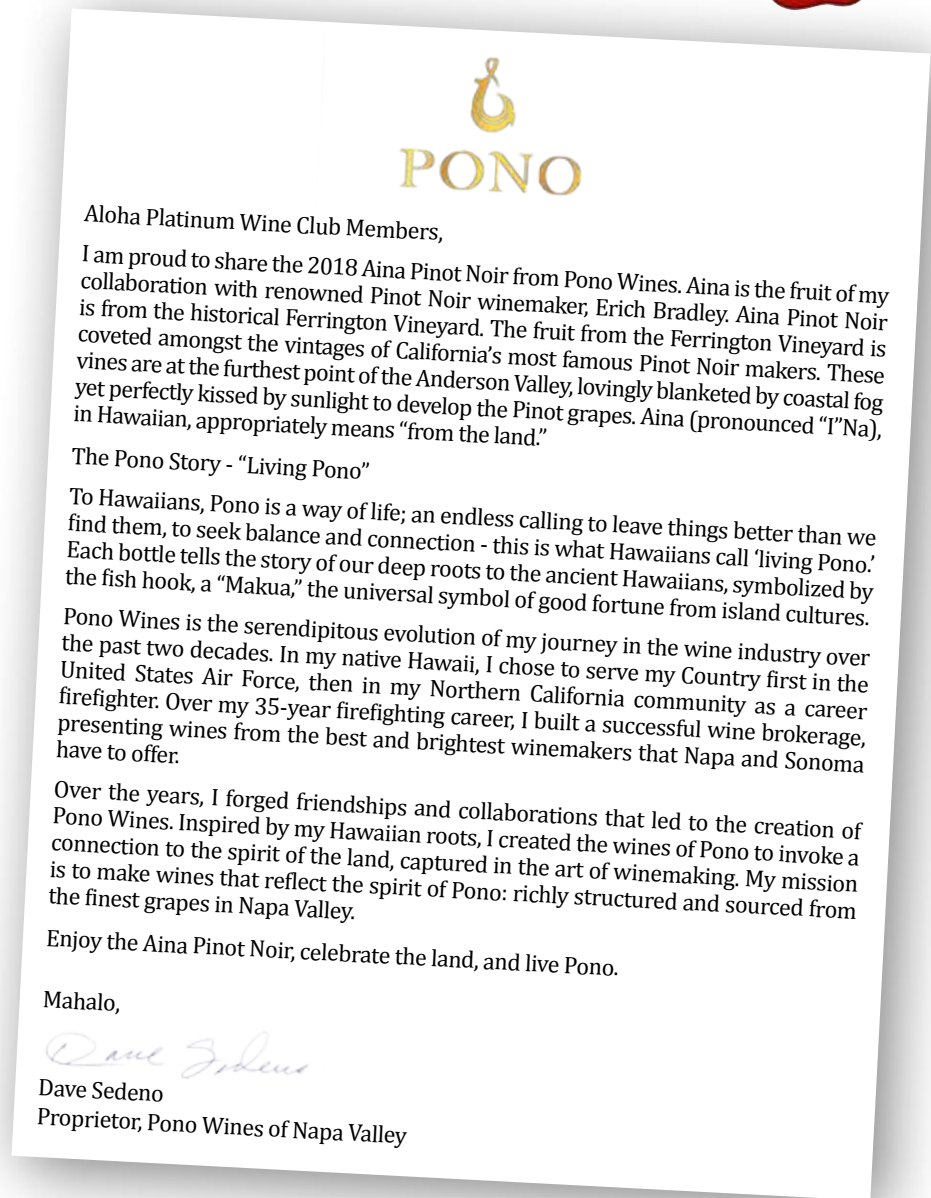
## 200 cases produced

Produced from the iconic Ferrington Vineyard in Anderson Valley, the Pono 2018 "Aina" Pinot Noir is an absolutely gorgeous wine that shows off the prized fruit from this highly reputable site. Attractive aromas and flavors of chestnut honeycomb, walnut nougat, cherries in mocha mousse and carob and strawberry jam, all come together seamlessly in this bright and elegant Pinot Noir. The long finish highlights flavors of honey roasted cherries, Damson plum, spiced blood orange and herbal tea, all supported by soft, smooth tannins and just a hint of light oak flavor. The Pono 2018 "Aina" Pinot Noir is beautifully structured and balanced and sure to elevate your next meal. Aged in oak. 100% Pinot Noir. Enjoy!



**INSTANT  
Membership Rewards Pricing\***

Winery Retail Price \$65.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$58.00	\$56.33	\$55.50
4-Bottle Members:	\$58.00	\$55.50	\$54.25



**You Save 11% to 17%  
off Winery Retail Price**

## Add a *Plus!* Bottle to your next wine delivery \$45-\$55 per delivery

The *Plus!* Program automatically adds on one special wine to each regularly scheduled wine delivery, or as often as you like! *Plus!* wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive. For more information, visit: [GoldMedalWineClub.com/plus](http://GoldMedalWineClub.com/plus)

**This month's Platinum *Plus!*  
Featured Wine:**

**Smith Devereux 2016  
'Limited Release'  
Cabernet Sauvignon, Napa Valley**

94 Points - *East Meets West Wine Challenge*  
500 Cases Produced



Shipping and tax (if applicable) not included in above prices.  
\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines.