

JOURNEY BETWEEN THE VINES



the black winemakers' story



Journey Between The Vines: The Black Winemakers' Story

There are an estimated 80,000 wineries worldwide. The US is 4th in the world in wine production, and 90% is in California. Most wine bottle purchases come from roughly 30 companies. Despite the domination in the market by these larger wine companies, small boutique wineries (10,000 case productions) continue to grow and produce some of the worlds' most award winning wines.

The first Black owned winery was established in the early 1940s. Today, there are slightly over 60 Black vintners in the world. Less than half of the Black Vintners are intricately involved from Grape to Glass.

Journey between the Vines: The Black Winemakers' Story is a vision and passion of Urban Connoisseurs' owner, Marcia Jones. From the moment she met John June "Duckie" Lewis, Jr., the son of the first Black Winemaker, John June Lewis, Sr., Marcia knew she had to share his and others Black Winemakers' story. John, Sr., the son of a plantation owner, became passionate about viticulture and viniculture while stationed in the Rhine Valley in Europe, where he served in the American Army Occupation in World War I. He would return home and later grow 10 acres of wine grapes with some of the land deeded to him.

This documentary explores the history and present day involvement of Black men and women winemakers in this industry. These Artisans have defied generational traditions of who the winemaker is. They did not inherit the vineyard. Many left mainstream America to pursue a lifelong passion. It is their touch, their story that makes the experience of their wines worth the sip.



John June Lewis, Sr.
(Archive Photo Provided by John June Lewis, Jr.)



The Winemakers



*Phil Long, Founder and Winemaker
Longevity Wines, Livermore, California*



*Chris Christensen, Owner and Winemaker
Bodkin Cellars, Healdsburg, California*



*Theodora Lee, Owner
Theopolis Vineyards, Yorkville, California*



The Winemakers



*Shae Frichette, Co-Owner and Winemaker
Frichette Winery, Red Mountain, Washington*



*Dan Glover, Owner and Winemaker
L'Objet Wines, Healdsburg, California*



The Executive Producer and Co-Director



The Mission of Urban Connoisseurs Wine Group is to affect sustainable growth in the Black vintner community by increasing the number of Black Vintners in the US and abroad, create opportunities for the next generation to pursue various careers in the wine industry, and maintain brand and legacy for the Generation after Next. To that end, we

- Support vintners who maintain high standards of sustainable practices in their winemaking. Practices that are also sensitive to the environment and never compromising on quality of wines produced.
- Provide opportunities to enhance winegrower-to-winegrower and vintner-to-vintner education and collaboration, and mentorship.
- Work closely with vintners who support legacy, and are willing to provide paid internships to the up and coming generation of Viticulturists and Enologists.

Marcia Jones, historian, writer, and radio personality, is the founder and owner of Urban Connoisseurs. What began as a Wine Club and weekly radio show "Wine Talk with Marcia" on the National Survival Radio Network and LMB Network, has grown into much more. She hosts wine tours, "Meet the Winemaker" dinner and events, and tastings providing educational experiences to the connoisseurs. Marcia realized her wealth of knowledge and relationship with Black Winemakers needed to reach beyond Wine Club memberships and radio. She now provides consultation to several Black winemakers helping them grow their business, increase distribution in various markets, and bring further awareness of their award-winning wine presence to the consumers. Marcia is currently working with UNCF to create a scholarship fund in honor of the first African American winemaker John June Lewis, Sr. The fund will also support workshops and seminars, as well as internships for African American students studying Viticulture, Viniculture and Enology. Marcia is also writing her first book. The book is a comprehensive history of African Americans in the wine industry through present day, due to release in conjunction with this documentary.



Production Team

Marvin Glover, Producer and Co-Director

Marvin Glover is an American film producer, director, screenwriter, and music composer. Raised primarily in the Pacific Northwest, Marvin now resides in Los Angeles. Many of his artistic works center around themes of hope and empowerment. He has branched out into mainstream territory with recent dramatic-thriller and comedy films.



Glover is the founder of Sea Sand Entertainment. Sea Sand Entertainment tells heroic stories and introduces viewers into engaging worlds. In 2012, Marvin Glover created Sea Sand Entertainment with a clear vision: to build a new kind of media company, dedicated to telling thought provoking stories, creating large-scale cinematic experiences, and building long-term partnerships with the world's best storytellers. Sea Sand produces and helps finance several films each year, working with all levels of talent from award winning stars to newbies looking to develop and hone their craft. Sea Sand Entertainment hopes to collaborate with entertainment franchises, and develop innovative original projects. Marvin has relationships with several film festivals including:

Seattle International Film Festival - WA
Show Low International Film Festival - AZ
Royal Starr Film Festival - MI
Maryland International Film Festival
Silicon Beach Film Festival - CA
Silver State Film Festival - NV
Golden State Film Festival - CA
Manhattan Film Festival - NY
Idyllwild International Festival of Cinema- CA
Bentonville Film Festival - AR
Montreal International Black Film Festival - Canada
Toronto International Black Film Festival - Canada
Tacoma Film! Festival - WA
Mill Valley Film Festival - CA
San Diego Black Film Festival - CA
Albuquerque Film & Music Experience - NM
International Black Film Festival at Cannes - France

Julien Dubois Film Festival - IO
Houston Worldfest Film Festival
Sundance Film Festival - UT
AFI Fest - CA
Toronto Film Festival - Canada
SXSW Film Festival - TX
Tribeca Film Festival - NY
Cannes Film Festival - France
Newport Beach Film Festival - CA
Napa Valley Film Festival - CA
Edinburgh Film Festival - Scotland
Nashville Film Festival - TN
Atlanta Film Festival - GA
Telluride Film Festival - Canada
New Directors / New Films - NY
New York Film Festival - NY
Chicago Film Festival - IL



Production Team

Bry Sanders, Director of Photography

A passion for storytelling is the driving force behind Bry Thomas Sanders work. Bry is an Industry professional working in film, television, documentary and internet production. Bry has numerous directing and shooting credits on his resume and has directed various productions including; Modern Dads, Save the Supers, and Goodnight Burbank - (Season One). As Director of Photography - The Biggest Loser, Deadliest Warrior, Beverly Hills Pawn Shop, and This is Why You're Still Single, are notable credits. Most recently, Bry directed a new show, Breaking Greenville, for TruTV and recently finished principle photography for the short film, Downward Hiro. He is currently shooting several pilots, developing a new comedy series and researching several documentary films. Born and raised in San Jose, California. Bry moved to southern California where he attended Pomona College and upon graduation enrolled in the School of Cinematic Arts at the University of Southern California (USC) where he completed his graduate studies.



Marion Meadows, Composer

Meadows grew up in Stamford, Connecticut. He began playing the clarinet and studying classical music at the age of nine. He started playing tenor sax in high school, and then migrated to soprano sax. He attended Berklee College of Music, where he majored in Arrangement and Composition. He later went to the SUNY Purchase School for the Arts, and perfected his craft studying with Sonny Fortune, Joe Henderson, Dave Liebman and Eddie Daniels. His passion for various types of music led him down an eclectic musical path. He was intrigued by the styles of jazz musicians, like Stanley Turrentine, Sidney Bichet, Johnny Hodges, John Coltrane, Sonny Stitt, Rahsaan Roland Kirk, Dexter Gordon, Cannonball Adderley, Coleman Hawkins, Grover Washington and many others. His first album, "For Lovers Only" was released in 1991 for RCA. It was a huge success and was followed by "Keep it Right There". He became a staple of the contemporary jazz format with his subsequent recordings of over ten albums. Meadows is a semi-pro cyclist, graphic artist and designer. Marion received a doctorate from Wilberforce University in 2016.



Sponsorship Opportunities

“Diversity comes out of independence. If you’re independent minded, you’re going to do things different from the common form, and you’re going to have more diverse products.” –Robert Redford

Who Attends Film Festivals/Screenings and Film Markets

There is a diverse array of filmmakers, screenwriters, directors, industry professionals, annual members, and the general public who attend Independent Film Festivals and Film Markets. This provides a multitude of marketing opportunities for Sponsors, as attendees celebrate the art of film and champion the artists who produce them. Sample of 2016/17 Audience Reach includes:

American (ABFF) ~ 10,000 (180,000+ Additional Online Reach)

Sundance ~46,660

Toronto ~530,000 (2,000,000+ Additional Online Reach)

Tribeca ~153,000 (3,800,000 Additional Online Reach)

Our winemakers have a strong following and support

Our winemakers combined have over 70K followers on Facebook, and 23K on Twitter. People are listening to what they say!

Combined, they produce over 350 different varietals, and distribute to over half the states. They stand their wines up against other winemakers and consistently win! Many have received 90+ points, awards (Bronze, Silver, Gold, and Double Gold).

They believe in Legacy, and have built a proven customer base. For instance, at 80 years old, the first African American woman vineyard and winery owner, Iris Rideau is transitioning out of the industry, and her brand will continue! After 20 years, Ms. Rideau has over 1,800 wine club members who purchase wines ranging from \$20 - \$70 monthly. She has successfully ensured her brand and quality will continue.



Sponsorship Opportunities (Continued)

Our sponsorship packages offer a variety of branding and advertising opportunities customized to meet your marketing and sales objectives. Sponsors will also receive a Limited Edition of the exclusive Journey between the Vines (JBV) wine blend. This blend is a creation by the winemakers featured in the documentary. They have brought their years of experience in creating their own award-winning wines to create a JBV Exclusive Wine Blend. Be a part of history and receive this one-time vintage.

\$30,000 - Executive Sponsor (1 Available):

- Single Screen Card in film's end credits
- Signature Sponsor credit & Logo on website, DVD cases and Poster
- Ten copies of the film
- Ten Five complimentary tickets to local screening (TBA)
- Hosted private screening by Executive Producer with Winemakers
- Electronic press kit to allow sponsor to advertise as an "Executive Sponsor"
- Two Complimentary Magnums of the Exclusive JBV Wine Blend, \$400 value

\$15,000 - Grand Cru Sponsor (4 Available):

- Shared Screen Card in film's end credits
- Grand Cru Sponsor credit & Logo on website
- Five copies of the film
- Five complimentary tickets to local screening (TBA)
- Electronic press kit to allow sponsor to advertise as a "Grand Cru Sponsor"
- Two Complimentary Exclusive JBV Wine Blend, \$200 value

\$10,000 - Cellar Select Sponsor (6 Available):

- Shared Screen Card in film's end credits
- Cellar Select credit & Logo on website
- Copy of the film
- Two complimentary tickets to the local screening (TBA)
- Electronic press kit to allow sponsor to advertise you sponsorship of the film.
- Complimentary Exclusive JBV Wine Blend, \$100 value

\$5,000 - Private Reserve Sponsor (10 Available):

- Shared Screen Card in film's end credits
- Private Reserve credit & Logo on website
- Copy of the film
- Two complimentary tickets to the local screening (TBA)
- Electronic press kit to allow to advertise
- Complimentary Exclusive JBV Wine Blend

\$2,500 - Reserve Sponsor (10 Available):

- Special Thank You on film's end credits
- Listing on Website
- Copy of the film
- Two complimentary tickets to the local screening (TBA)
- Complimentary Exclusive JBV Wine Blend

\$1,000 - Connoisseur Sponsor:

- Special Thank You on film's end credits
- Listing on Website
- Copy of the film
- One complimentary tickets to the local screening (TBA)
- Complimentary Exclusive JBV Wine Blend

\$250 - \$750 – Community Sponsor:

- Special Thank You on film's end credits
- Copy of the film

To process your sponsor package, please contact
Marcia Jones: marcia@urbanconnoisseurs.com

This document is intended for Sponsorship information purposes only.



Winemakers Brands

