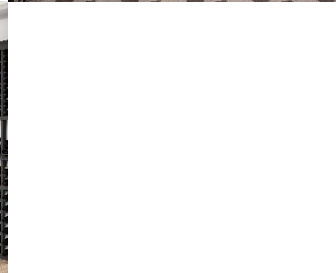
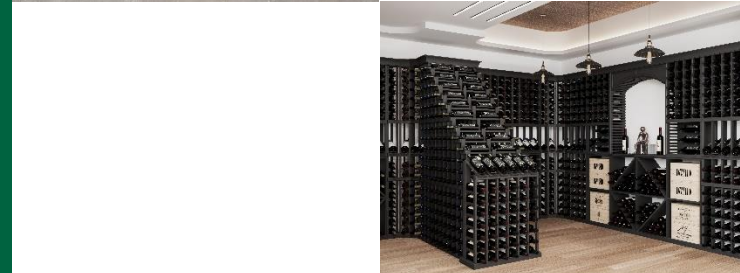
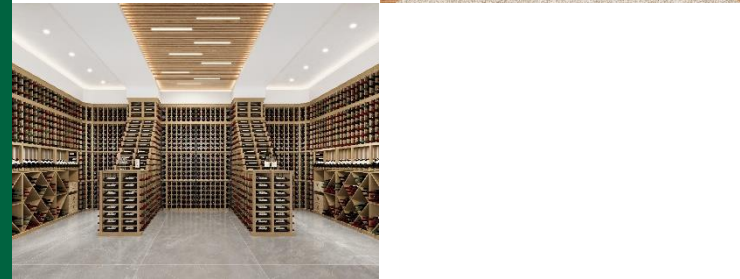
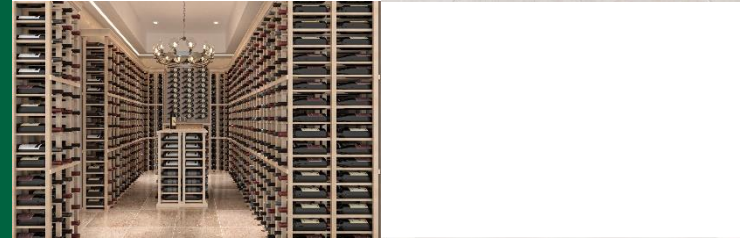




Wine Racks America Press Kit 2024



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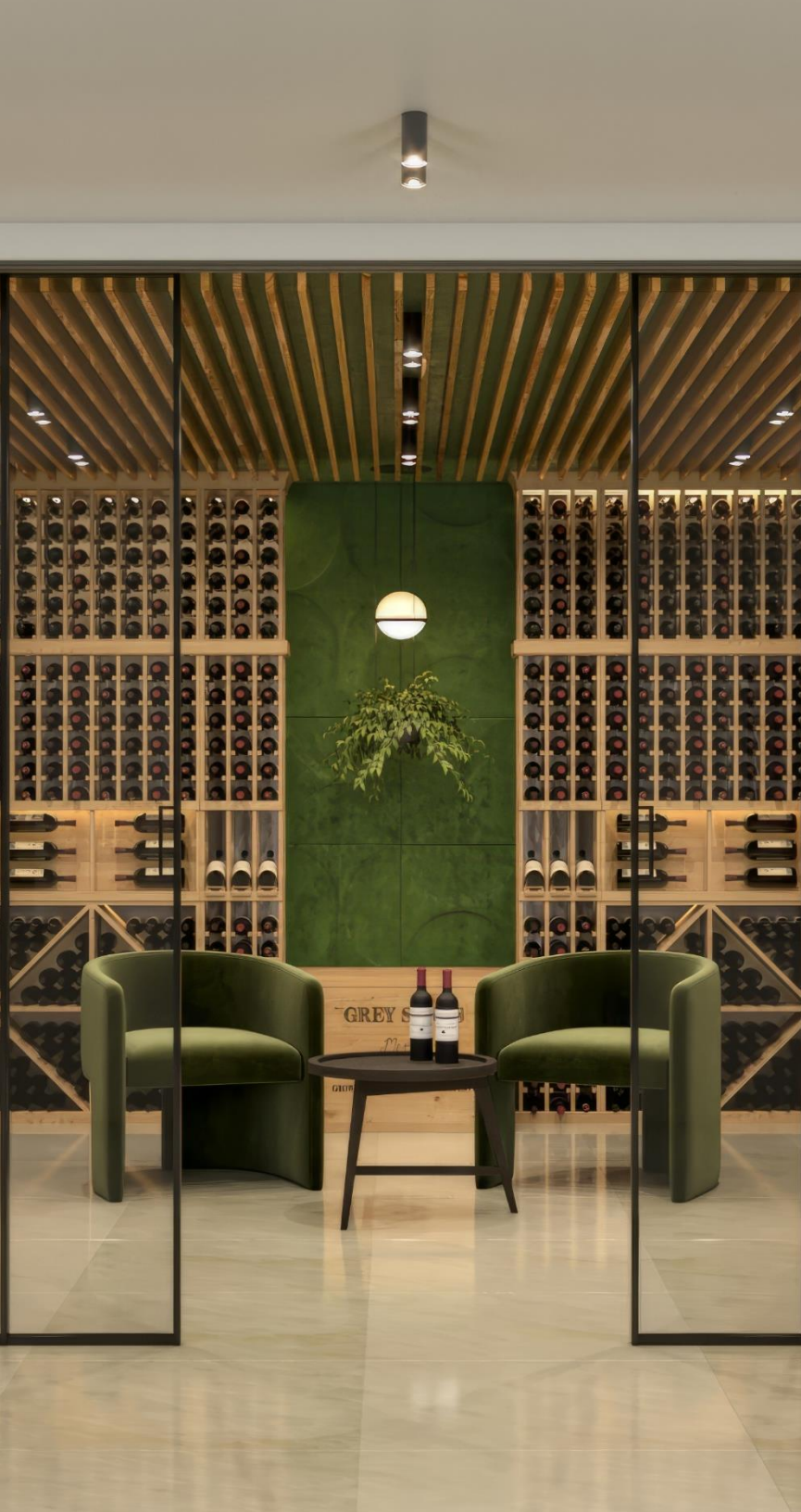
Company Overview

In continuous operation for more than two decades, Utah-based Wine Racks America has established itself as a nationally recognized industry leader in the field of wine storage. Specializing in the design and build of high-quality wine cellars for homes, Wine Racks America delivers stunning custom wine storage solutions—all designed and manufactured in the USA.

The company's unwavering commitment to excellence has propelled Wine Racks America to become the foremost manufacturer of top-tier wine storage solutions, providing both easy-to-install wine and liquor kits and complimentary comprehensive cellar designs. As the ultimate destination for all wine collections' racking and preservation requirements, Wine Racks America's highly skilled mill workers, carpenters, artisans and designers are deeply passionate about crafting the most exquisite and durable wine storage solutions available in the market.

With the growing trend of homeowners investing in their properties, building a wine cellar has become a popular home improvement project. Wine Racks America offers a wide range of products and services to assist wine enthusiasts in creating the perfect storage solution for their wine collection.

With unparalleled expertise in wine storage, Wine Racks America offers the best solutions to protect and preserve wines – modular systems that allow for multiple arrangement options and provide ultimate flexibility to create a new and unique cellar each time. Wine Racks America is also the source for metal wine racks, cooling units, doors/glass enclosures, and wine fridges from our acclaimed partner companies. No matter the style or configuration, how small or large the wine storage space, Wine Racks America serves homeowners as the ultimate on-stop shop for all wine preservation options.





Company Overview

Wine Rack America's commitment to delivering personalized solutions sets it apart, positioning the company as the most innovative force in wine cellar and wine storage solutions. Whether it's a closet remodel, wine shop design, or a one-of-a-kind custom cellar, the team at Wine Racks America provides free design consultations and unlimited revisions during the design process to ensure the client's vision is brought to life. Detailed quotes that cover all stain options and wood species are provided, giving clients a clear understanding of the total cost, along with 3D design proofs that allow homeowners to visualize the design in their space.

Quality is of utmost importance to Wine Racks America. Only premium materials are used to ensure wines are never tainted over time. Each product is meticulously handcrafted by skilled artisans in Utah, renowned for its abundance of high-quality wood. From the sourcing of materials to the polished cellar shipment, Wine Racks America takes pride in delivering cellars that can be configured to fit any space, all at a fraction of the cost.

Recognizing the value of time, Wine Racks America strives to complete custom cellars in just 6-8 weeks. Orders can be shipped to the homeowner fast and free.

Company Philosophy

In its drive to become a national industry leader in fulfilling all wine cellaring needs, Wine Racks America's corporate philosophy is simple and straightforward – to serve as the #1 most trusted source for customers that seek to elevate their wine storage, helping them transition from wine-lovers to wine collectors.

The company is committed to driving these initiatives by focusing on extraordinary wine storage possibilities for the home, backed by exceptional customer service – all aimed at ensuring that every project is provided the needed resources for a successful build and install. Wine Racks America also takes pride in offering the fastest build and ship timelines in the industry, ensuring that customers can enjoy their wine cellars as soon as possible.

Making Wine Racks America a truly national operation, the company is introducing a Preferred Installer Network, established to connect customers everywhere with reliable installers and contractors in their local area. This industry exclusive network ensures that customers have access to professionals who can efficiently and expertly finish their cellar projects.

Wine Racks America understands that enjoying wine is a pleasurable and exciting experience – and that wine storage should be no different. The goal of Wine Racks America is to demystify the cellaring process and make it easy and accessible for wine enthusiasts who are new to cellaring. Wine Racks America is here to guide and support customers every step of the way, making the journey enjoyable and stress-free.





Company Mission

Wine Racks America is dedicated to serving as the ultimate destination for all your wine cellaring needs. Our goal is to be the go-to source where you can trust our expert knowledge to guide you from being wine-curious to being a seasoned wine collector.

Behind our commitment is an emphasis on exceptional customer service, offering the fastest build and ship timelines in the industry, and the company's Preferred Installer Network that connects customers with skilled installers and contractors in their local area to efficiently complete their cellar projects.

Wine Racks America believes that enjoying wine should be a delightful experience, and that includes the storage process. Wine storage should not be daunting; it should be enjoyable and engaging.

The company's core mission is to simplify the cellaring journey for new-to-cellaring wine enthusiasts, making it easy to understand and approachable.

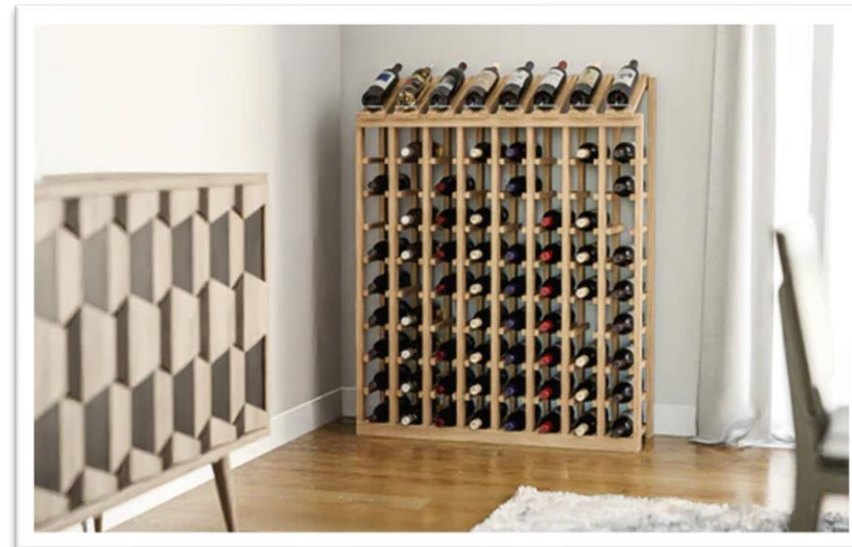
With an unwavering dedication to providing outstanding service, industry-leading timelines and a network of trusted installers, Wine Racks America aims to make wine cellaring a seamless and enjoyable experience for all wine lovers.

LivingSeries™

The Living Series™ is designed specifically for smaller spaces and collections. These wooden wine racks are perfect for storing wine in passive environments up to six months while also serving as elegant decor pieces for any room. The collection includes wine racks capable of holding 2-144 bottles and can be used as countertop wine racks, tasting tables, side tables, and expandable stackable racks.

View the 100% Made in the USA Living Series™ Collection Now:

[Watch Living Series Video](#)



Designed Especially For

- Smaller Spaces & Collections
- Storage Three to Six Months
- Accommodates 3 - 144 Bottles

Product Lines

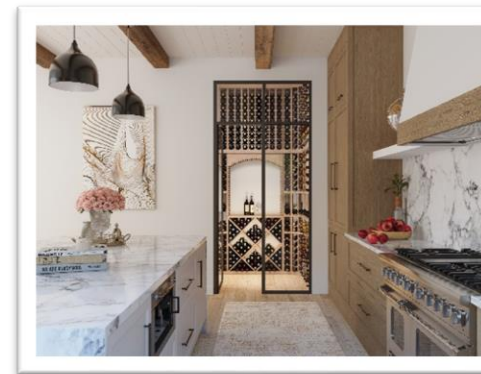
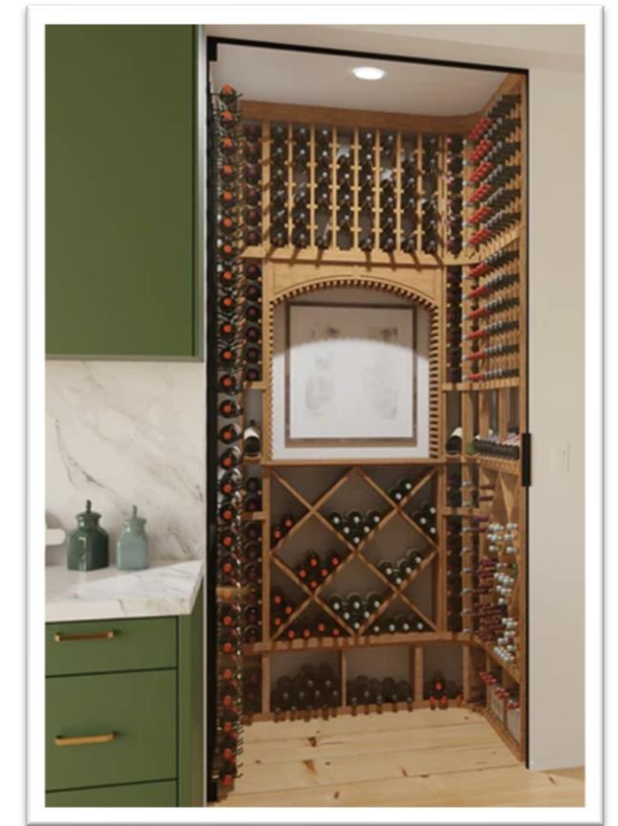
Product Lines

*insta*Cellar™

InstaCellar™ and CellarVue™ systems are modular wine cellar solutions that offer maximum modularity and customization without the price tag of custom wine cellars. These systems are manufactured in the USA by skilled mill and wood workers. They provide endless possibilities of combinations to create a truly unique wine storage system. The systems are available in four wood species, six stain options made with WineSafe™, and a sealant option for a subtle gloss finish.

View the 100% Made in the USA InstaCellar™ Collection Now:

[Watch InstaCellar™ Series Video](#)



Designed Especially For

- Customizable Modular Solutions for Any Size Space & Collection
- Maximum Customization Without the Price Tag of Custom Cellars
- Accommodates 21 Bottles to Your Infinite Cellar

Product Lines

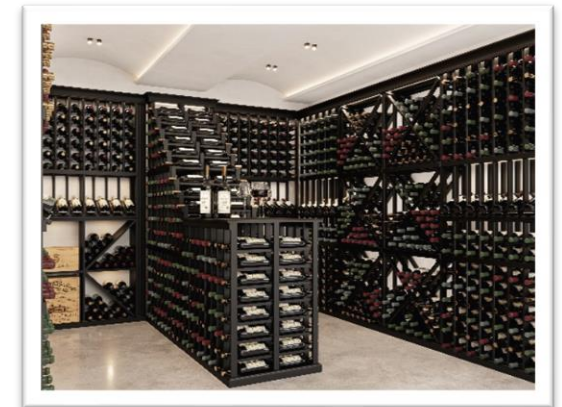
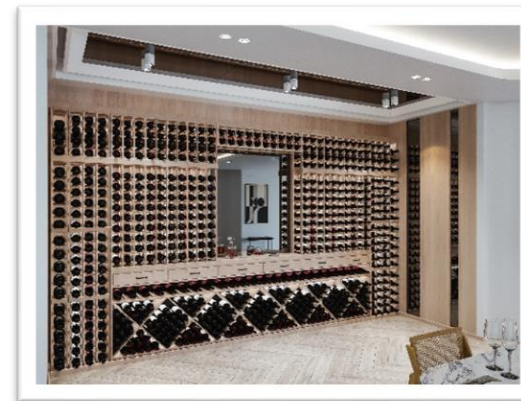
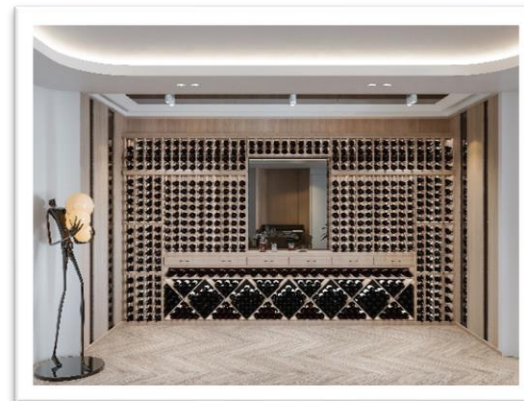


Create a stunning, modern wine display that is sure to be a crowd pleaser. CellarVue™ turns your wine into a true masterpiece. Wine is art! The CellarVue™ Collection provides a nice blend of anodized aluminum and premium wood components in a sleek modular design. Our anodization process guarantees durability and corrosion resistance, ensuring your wine rack stands the test of time.

CellarVue™ horizontal metal displays are now available in three beautiful metal finishes: Silver, Matte-Black, and Gunmetal. Experience label-forward storage and unleash your creativity with our highly customizable CellarVue™ wine cellar collection.

View the 100% Made in the USA CellarVue™ Collection Now:

[Watch CellarVue™ Series Video](#)



Designed Especially For

- Wine Enthusiasts
- Customized Storage Design That Becomes a Modern Work of Art in Your Home
- Infinite Cellar - Accommodates Unlimited Bottles

Wine Racks America (WRA) was founded in 2003 in response to the growing demand for wine racks and the emerging interest in wine cellars. Initially, Wine Racks America offered standard cellar racks from their InstaCellar™ Collection and display row racking. Over time, the collection expanded to include solid wood cubes and bins, catering to the evolving needs of wine enthusiasts.

In 2005, the cellar industry experienced a significant turning point with the release of movies like *Sideways*; which introduced the concept of wine cellaring to millions of new wine drinkers. Capitalizing on this newfound interest, Wine Racks America became a major player in the wine cellaring world by offering easy online access to wine cellar design, build, and shipping services. 2005 is also the year that Wine Racks America expanded its product offerings to include cooling systems, wine cellar doors, and metal racks through strategic partnerships with reliable brands. This allowed customers to conveniently find all their cellaring needs in one place, further solidifying the company's position as a one-stop-shop for wine enthusiasts.

To further solidify Wine Racks America as a complete vertically-integrated wine cellar resource, the company established its own wood mill, marking a significant milestone in 2012. This expansion allowed Wine Racks America to create new parts and build them to meet the increasing demand in the wine cellar market. Additionally, in the same year, Wine Racks America introduced stain and clear coat options to their wine racks, expanding their product range beyond raw wood racks made from Ponderosa Pine, Alder, Redwood and Mahogany. To accommodate their expanding operations, Wine Racks America relocated to a new facility in 2017, purpose-built as an architectural millwork factory, providing ample space for manufacturing, staining operations, and shipping.

Over the past six years, Wine Racks America has experienced continuous growth on all fronts. The company has focused on developing new product lines and wine racking solutions that can be seamlessly integrated with their existing wine cellar collections. In late 2021, WRA underwent a transformative change when it was acquired by a dynamic new group. Under new ownership, the company has undergone remarkable improvements and innovations. In 2023, Wine Racks America launched a new website on the Shopify+ platform, expanding its presence across various channels, including our website www.WineRacksAmerica.com and Home Depot, Amazon, Houzz, and Etsy.

From its humble beginnings as a small web-based company, Wine Racks America has evolved into the world's leading modular wine cellar manufacturing group. With a team of more than 60 dedicated professionals, Wine Racks America has become the top distributor for major cooling unit brands and the largest distributor of metal wine displays in the industry. Today, Wine Racks America continues to be at the forefront of the wine storage industry, offering innovative solutions, exceptional craftsmanship, and unparalleled customer service to wine enthusiasts worldwide.

Company History

Leadership



Scott Henrikson—CEO

Scott Henrikson joined Wine Racks America in 2022 as the CEO. With a successful track record of growing companies in the home and outdoor industries, Scott brings a competitive drive and entrepreneurial spirit to the company. He is passionate about exceeding customer expectations, being a great employer, and helping his team grow professionally. In his free time, Scott enjoys golfing, running, and savoring a great Oregon Pinot with his family and friends.



Christian Hancock—General Manager

Christian has a wealth of experience in process management, holding an MBA degree, and boasting 25 years of sales expertise. He has been a valuable leader at Wine Racks America for 15 of those years. His enthusiasm and drive are unmatched, ensuring a positive contribution. Outside of work, Christian loves to ski, mountain bike, backpack, and explore new places with his wife and three kids.



Nathan Cash—Controller

Nathan Cash is a versatile Controller at Wine Racks America. With a master's in accounting from the University of Utah, Nathan has a strong background in both accounting and system design. He has evolved from an inventory specialist to a controller, skillfully combining his accounting knowledge with his expertise in manufacturing. Outside of work, Nathan is an avid hiker, biker, family enthusiast, and baseball aficionado.

Leadership



Brianna Ferguson—Digital Marketing Director

Brianna Ferguson brings her expertise in brand and product marketing within the outdoor industry to Wine Racks America as the Digital Marketing Director. With her adaptable nature and strong communication skills, Brianna enjoys approaching challenges creatively. In her free time, she enjoys skiing, biking, training for competitions, and going on adventures with her husband and their two furry friends, Aspen and Luna.

Jamie Olsen—Product Director

Jamie Olsen, the Product Director at Wine Racks America, has over 12 years of experience in product development, sourcing, and merchandising. Before joining our team, she worked in diverse industries, including fitness and furniture. Jamie's expertise and passion for quality products make her an invaluable leader in our product development team. Outside of work, she cherishes quality time with her loved ones, whether it's enjoying the great outdoors or supporting her kids in their athletic endeavors.



Timeline

Wine Racks America was established in 2003 when a need and interest for wine racks grew and developed into the need for

Initially offered standard cellar racks (InstaCellar™ Collection) and display row racking. Slowly added solid wood cubes and bins to grow the collection.

A watershed year for the cellar industry as Hollywood started producing movies that exposed the country to the idea of wine and cellaring wine. These movies like *Sideways* exposed millions of new wine drinkers to the idea of cellaring and drinking.

Around 2005, Wine Racks America began to offer cooling systems, wine cellar doors and metal racks to add to the growing list of available products that the end user could buy online and ship directly to their homes. Partnering with strategic and reliable brands to offer customers a one-stop-shop for all of their cellaring needs.

Wine Racks America moved into its new home (down the street from the original factory) in September of 2017. The company moved to a new home that was built as an architectural millwork factory. We now had the room to grow.

Wine Racks America created a new website, improved and continue to double down on our digital marketing and regional marketing support behind key installers.

At the end of 2021, Wine Racks America was purchased by a private equity group with a focus on growing and expanding the brand.

In 2023, Wine Racks America launched a new website on Shopify+.

Wine Racks America is the number one distributor for most of the major cooling unit factories as well as the largest distributor in metal racking.

2003

Because of the lack of representation of cellar offerings on the web, Wine Racks America created a simple form online that allowed customers to request a free wine cellar design and that is how Wine Racks America cellar design services were born.

2005

With this new, direct to customer access, Wine Racks America quickly became a major player in the wine cellaring world. While other companies were established with brick and mortar showrooms and design groups, Wine Racks America quickly grew as more and more people flocked to the “easy” access to an online wine cellar design, build and ship company.

2012

Wine Racks America was just an assembly shop until 2012 when the company built its own wood mill. Before this, Wine Racks America had to buy wine rack parts from a parts manufacturer that had limited capabilities. This was the impetus for the need to own a mill where the company could create new parts and mass produce them for the growing wine cellar market.

Wine Racks America introduced WineSafe sealants and stain sealant.

2017

2018

Continuing to develop new product lines and wine racking solutions that can be combined with wine cellar collections.

2020

Wine Racks America has grown from a small web based company to the number one modular wine cellar manufacturing group in the world.

2021

2023

Wine Racks America products can now be found on almost every channel including our own website www.WineRacksAmerica.com and Home Depot, Amazon, Houzz, and Etsy just to name a few.