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Elevation Ten Winery opened in 2011 with a simple mantra: Take pride in your product. “In our business, it all starts with great wine,” said Andy Wallace, co-owner of Elevation Ten.

The Clarksburg-based winery operates with a lean team of wine enthusiasts, employing three full-time and 12 part-time employees. In 2016, the winery recorded a revenue of \$633,895, up from \$529,785 in 2015.

The five owners of Elevation Ten came to the wine world after first finding success in a variety of other industries. Wallace is the co-owner of Wallace-Kuhl and Associates, a geotechnical engineering and environmental consulting firm with offices in West Sacramento and Stockton.

Don and Bob Clark own Clark Pacific, a precast building systems company. Dominic DiMare is a partner at the government relations firm DiMare, Brown, Hicks and Kessler. Rina DiMare is the former president of government relations firm Government Strategies Inc.

The diverse group secured renowned winemaker Marco Cappelli for Elevation Ten and gave him free reign to spin locally grown varietals into bottled creations. But for all the attention to detail devoted to each of their wines, the team doesn’t see the product as an end in itself. Instead, it’s a means to create community.

“The wine club has been the cornerstone of our growth,” Wallace said. “We’re selling an experience.” Elevation Ten’s wine club has garnered over 1,100 members, who receive discounts on merchandise and are encouraged to bring friends and family in for free tastings.

The wine club is where Jenny Sapien, tasting room manager at Elevation Ten, has made her mark. She organizes quarterly “pick-up parties” where club members gather to pick up the winery’s latest seasonal selection. Sapien assigns each party a theme: In April, the theme was Tempranillo and Tamales; in July, it was the annual Luau Party. “We want our customers to feel like our family,” she said.

Sapien joined Elevation Ten six years ago as its first employee after working for more than 20 years in product and service marketing.

Looking ahead, Wallace wants to expand availability of Elevation Ten wines beyond its own tasting room. “A new horizon for us will be distributing our wines locally and throughout the West Coast,” he said. “And then potentially across the country.”

Elevation Ten also plans to establish its own vineyard within the next two years. The winery currently purchases grapes from vineyards in Clarksburg, Sonoma and El Dorado County. Wallace has been eyeing a 12-acre plot near his home in Clarksburg for the vineyard. It could give Elevation Ten greater control over every step of the winemaking process.