



## **FOR EMBARGOED RELEASE**

### ***NATURAL ACTION WINE CLUB – A ONE OF A KIND WINE CLUB WORKING TO EMPOWER BLACK, INDIGENOUS, AND PEOPLE OF COLOR (BIPOC) - LAUNCHING SPRING 2021***

**LOS ANGELES (December, 2020)** – A diverse group of professionals across wine, hospitality, fine arts, and education have come together to launch [Natural Action Wine Club](#) (NAWC). The one-of-a-kind natural wine club is focused on providing exposure, education, access, and opportunities for the BIPOC community within the wine industry and beyond.

NAWC (a 501(c)3 non-profit organization) was born as a response to the calls for greater inclusion and opportunity for the BIPOC community in the oft exclusionary world of wine - and also an answer to the need for a broader awareness and appreciation of African American history, art, culture, contribution and achievement. Through partnering with winemakers, wine professionals, and educational institutions, the club's mission is to aid in providing direct channels of support and resources that offer BIPOC increased and sustained entry points into the world of wine - all while providing club members with a dynamic and enriching experience.

NAWC is a quarterly subscription service offering its members exclusive wines from a rotating cast of California-based natural winemakers that meet the criteria for ethically farmed, low intervention wine – and who also have made a commitment to implementing programs that embody the club's mission. Participating winemakers included in the inaugural shipment are: [Amplify Wines](#) (Santa Maria, CA), [Good Boy Wines](#) (Los Angeles, CA), [Scar of the Sea](#) (San Luis Obispo, CA), and [Solminer Wines](#) (Los Olivos, CA) – with additional wineries to be announced with following shipments.

Through a partnership with [The Kinsey African American Art & History Collection](#) and Foundation – one of the largest private collections of African American fine art and primary source artifacts in the world – Natural Action's wine labels will be uniquely adorned with fine art and historical imagery from the collection, along with corresponding collectible art and educational assets. NAWC will also spotlight emerging BIPOC artists across various mediums.

The founders of NAWC commented in a shared statement, "We came together to launch this initiative with a collective desire to help foster equity and representation in the wine industry. Our varied backgrounds and experiences give us a multi-perspective understanding of the steps that are necessary to improve access and inclusivity in the wine community at large. Natural Action is our small piece of the puzzle."

Additionally, NAWC is partnering with Cal Poly's undergraduate wine and viticulture program – the country's largest – and their newly formed [BIPOC Scholarship for Wine and Viticulture](#) through the California Community Foundation. A portion of NAWC's proceeds will go towards financial support, mentorship and internship opportunities for BIPOC students interested in pursuing careers in wine.

"We are grateful for Natural Action Wine Club's support of the Cal Poly scholarship for BIPOC students in wine and viticulture through the California Community Foundation. Their support will open doors and create opportunities for students of color pursuing a career in the wine industry," commented Allyson Dela Cruz, Director of Development at Cal Poly's College of Agriculture, Food and Environmental Sciences.

As it progresses, NAWC looks to implement a variety of initiatives that include internal internship programs, wine exposure and educational events, exhibitions, and more.

Natural Action Wine Club is now taking membership subscriptions via [NaturalAction.org](https://NaturalAction.org) and will be shipping its first wine delivery in Spring 2021.

**About Natural Action Wine Club:**

Natural Action is a wine club rooted in the mission to educate, inspire, and affect change within the wine industry and amongst natural wine lovers –with proceeds going towards exposure, education, and career paths for Black, Indigenous and People of Color in the wine industry.

Natural Action Wine Club founders:

**Eric Bach** (Los Angeles, CA) – Founder of Good Boy Wine, Hipcamp, and West & Wild Hospitality Group.

**Khalil Kinsey** (Los Angeles, CA) – Co-owner/curator of The Kinsey African American Art & History Collection/ Co-founder of Context Projects Creative and Westside Winos.

**Simonne Mitchelson** (San Luis Obispo, CA) – Founder of the BIPOC Scholarship for Wine and Viticulture at Cal Poly San Luis Obispo.

**Cameron & Marlen Porter** (Santa Maria, CA) – Owners and winemakers, Amplify Wines.

**Teron Stevenson** (Los Angeles, CA) – Partner and Wine Director at the Friend Bar and The Little Friend bar. Co-founder of Westside Winos.

**Justin Trabue** (San Luis Obispo, CA) – Assistant Winemaker at Lumen Wines, and Hospitality Supervisor at Ancient Peaks Winery. Co-founder of the BIPOC Scholarship for Wine and Viticulture at Cal Poly San Luis Obispo.

**About The Kinsey African American Art & History Collection and Foundation:**

The Kinsey African American Art & History Collection and Foundation is one of the preeminent institutions dedicated to the research, interpretation, and presentation of the African American experience internationally. The Kinsey African American Art & History Collection is an award-winning traveling exhibition that has been experienced by over 15 million people - exhibiting at over 30 institutions including the Smithsonian National Museum of American History and Epcot, Walt Disney World. The collection is comprised of rare primary source historical objects and artifacts dating from 1595 to present day, and fine art created by canonical African American artists from 1865 forward. As a sought-after educational resource with nationwide institutional partnerships, kindergarten through college - the Foundation assists academic and cultural institutions with increasing public awareness about African American history and culture.

**About Cal Poly's BIPOC Scholarship for Wine and Viticulture:**

As the largest undergraduate wine and viticulture program in the country with 300 students, Cal Poly has a unique opportunity and responsibility to recruit a more diverse student body, leading to more diversity in the wine industry in the future. It is hoped that this scholarship fund will be a tool to attract the attention of high-achieving BIPOC students who may not be aware of the exciting career opportunities the wine industry offers. The scholarship will be available to any Black, Indigenous, People of Color student in Cal Poly's College of Agriculture, Food and Environmental Sciences who expresses an interest in a career in the wine industry. Students majoring in wine and viticulture will be given preference. This scholarship program will not only provide financial support to students of color but will also provide mentorship and internship opportunities to help set the student up for a successful career in the wine industry.

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