

# M7, Round Two

## 'The Revolucionarios'

### FACT SHEET



#### EVENT DATE

Thursday, August 11 6PM

#### LOCATION

Cantina- 580 Sutter Street, San Francisco

#### WHAT

Modestly called the Magnificent 7, these startups are changing the Bay Area and beyond with their innovations in food, wine, technology, libations and ideas.

#### TICKETS

Purchase [tickets online](#).

VIP- \$77 // General- \$30 + \$35 // At Door- \$40

15% of door sales will go to Habitat for Humanity.

#### ROUND TWO

##### -- Libations



Katie Shaffer:

[Toolbox Wine](#) [www.toolboxwineco.com](http://www.toolboxwineco.com)

Katie Hamilton Shaffer moved to Napa Valley to pursue a career in food and wine. Because of a life changing experience, Katie co-founded a foundation with an annual food and wine gala called "Erika's Dream" - which incorporated her passions and her friends in the food and wine industry while giving back to a much needed cause. Katie joined Elaine Honig, Founder of Wine, Women & Shoes to help build the national fundraising brand. In 2009, Katie co-founded Toolbox Wine Co., a Napa winery whose mission is "serious wines, playful marketing," while crafting affordable, quality wines. Toolbox Wine Co. is now distributed in 12 states and produces 5 appellation-specific varietals all under \$20, donating back to Habitat for Humanity SF/East Bay organizations.

Ceri Smith:

[Biondivino](#) [www.biondivino.com](http://www.biondivino.com)



Ceri Smith is the owner of Biondivino Wine Boutique, San Francisco's (and California's) first entirely focused all Italian wine shop. In 2006, she opened the location in the heart of California wine country with the intent to bring unique wines, varieties from Italy that many people had never heard of, let alone be able to pronounce. To bring awareness of these style of wines to those focused on big bold Cabernet Sauvignon. In 2011 she began importing a selection of wines directly from a few of her favorite estates in Italy; which a few selected restaurants carry on their wine lists and is working on continually adding more to the growing portfolio. She is the consulting wine director at Flour + Water restaurant.

Ignacio Delgadillo:

[Delgadillo Cellars](#) [www.dcellars.com](http://www.dcellars.com)



Ignacio grew up with the most interesting sibling; the Napa Valley. Wine, vineyards, and cellars have always been a part of his life. His father has been his biggest inspiration and he is inherently deeply rooted in the traditions of Napa Valley winemaking. They combined forces in 2001 when Delgadillo Cellars was created. A company that embodied all the values and traditions Iggy learned by being part of the Delgadillo family. The creation of Delgadillo Cellars is an example of all his passions and experiences. Every detail of D Cellars is an extension of his vision of family, class, tradition and hard work.

Cornelius Geary:

-- Libations (cont.)



[Vintners Market & Pure Tequilla](#) [www.sfvintnersmarket.com](http://www.sfvintnersmarket.com) & [www.puretequilasf.com](http://www.puretequilasf.com)

Cornelius has worked in the beer, wine and spirits industries for nearly 15 years, and has a passion for luxury and ultra-premium brands that redefine their categories. He has worked on top brands including Foster's Lager, Johnnie Walker Blue, Green and Gold, Don Julio Tequila, Bulleit Bourbon, Godiva Liqueur, and the Classic Malts of Scotland, including Oban and Talisker. He has spoken at leading industry events including Unified Wine & Grape Symposium, Wine Industry Technology Symposium and Women for Winesense. He Co-Founded and is CEO of the leading wine industry trade site Wine 2.0, in 2010 he Co-Founded the US's first farmer's market-style wine selling event, San Francisco Vintners Market. During his career he has lived and worked in San Francisco, Munich and Sydney.

Andrew Lazorchak:

--Technology/Media



[Soiree](http://www.winesoiree.com) [www.winesoiree.com](http://www.winesoiree.com)

Andrew Lazorchak launched Soirée in 2008 and launched the world of portable decanting and aeration. During this time he has built to be a company with over thirty sales reps, distribution in seven countries, and has sold almost 200,000 units to date. In his spare time, Lazorchak has become a mid-level sommelier, helps make wine in Napa Valley, and runs a video blog about the wine trade ([www.VineyardVlog.com](http://www.VineyardVlog.com)). His passion for the wine trade could not be more distinct. His internal company mottos are "un-snobbing the wine scene" and "The Everyman's Everyday Decanter." Lazorchak preaches humility, as he feels lucky to of ended up in the world of wine.

Ashley Teplin:

[Media-ANT](http://www.media-ant.com) [www.media-ant.com](http://www.media-ant.com)



Ashley Teplin has built a reputation for professionalism and integrity in working with the media, clients and other professionals. Immersed in the worlds of art, culture, wine and cuisine, she employs her expertise in media relations, media production, photography, culinary arts and fine art to create networks and strengthen relationships among her clients. Ashley uses her extraordinary skill set to gain exposure and create virtual and real world new media relations for her diverse client set of wine, culinary and technology based brands. She holds a fine arts degree from UCLA, along with a culinary arts degree from the Culinary Institute of America in Hyde Park NY. Her true love is painting meat, taking photos for her photo blog on [media-ant.com](http://media-ant.com) and drinking cappuccino's.

Chelsea Mead:

--Culinary

[Kingdom Cake](http://www.kingdomcake.com) [www.kingdomcake.com](http://www.kingdomcake.com)



After spending 10 years in the corporate 9-5 routine, Kingdom Cake was formed to combine of art and delicious food, into the "cupcake." Chelsea has owned operated the business since its inception in late 2008. Her love affair with baking began with her grandmother's sugar cookie recipe at the age of 8. It was love at first bite, and she was determined to bake them from scratch until she got it right. This determination and desire for sweet goodness translated years later as she created and wrote the Company's menu of 50 cupcake flavors, and growing. With a talent for artistic pastry combined with a background in business and department management, Chelsea has proven true business success to date.

ONLINE

Bay Area, California

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