



**THE WINE NOIRE**  
WINE FOR THE CULTURE

## Alicia Maria Kidd

Founder + CEO, The Wine Noire

Alicia Maria Kidd is the founder and CEO of The Wine Noire LLC., an import, export and wholesale distribution company based in Berkeley, CA. Launched in 2017, The Wine Noire specializes in helping winemakers who are women and people of color get their wines into the marketplace, as well as directly into the hands of consumers.

Born and raised in Oakland, Alicia earned a bachelor's degree in business administration and a master's in public administration from California State University, East Bay. With 20 years of corporate experience in training and development, she offers a collaborative and interactive approach to helping others learn.

Her journey into the wine industry began with trips to Napa with friends, followed by an opportunity in 2016 to become a Boisset Ambassador for the St. Helena-based luxury wine company, Boisset Collection. She founded The Wine Noire a year later after taking notice that there was a lack of diversity and inclusion in the wine industry, with very little to no representation of women and people of color producers. Alicia's mission is to remove barriers and open doors for these producers to be seen and enjoyed by local and global marketplaces so that they can focus on making incredible wines. Her current portfolio includes wines from California and South Africa.

In addition, to working with producers, Alicia works with tech companies and corporate event planners of high-end events to curate wine experiences as well consults with restaurants looking to start or expand their wine lists. Through The Wine Noire, she also offers trainings to help hospitality teams become familiar with how to serve as well as sell wines offered in their establishments.

Connect with Alicia on LinkedIn, Facebook, Instagram and Twitter.

# Work with The Wine Noire

The Wine Noire is dedicated to supporting women and people of color winemakers who are underrepresented in the wine industry around the globe. Knowing that today's wine producers are just as diverse as wine consumers, the company works to develop a personalized approach to getting brands into both retail and hospitality marketplaces as well as the homes of enthusiasts.

Working with The Wine Noire is the start of a business partnership built on passion and trust. Through its services and commitment to creating equitable spaces for all, brands and clients can focus on doing what they do best: create.

## Partner with The Wine Noire for the following services:



### *IMPORTING & EXPORTING:*

Licensed to bring wine brands into the U.S. as well as help brand expand overseas, The Wine Noire carefully walks clients through the process to ensure these are both cost-effective and profitable options to helping clients' businesses and sales grow.



### *DISTRIBUTION:*

Get your wines into desired marketplaces across the country through our network of restaurants and retail partners.



### *HOSPITALITY STAFF TRAINING:*

Make sure your staff knows everything there is to know about the wines they are serving through tailored training sessions designed to enhance teams' knowledge of brands and the industry.



### *CONSULTING:*

Creating a wine list for a restaurant? Having an event and looking to include a great selection of wines? We'll guide you through wines options that will be the perfect pairing for any event or occasion. We also work with wine buyers seeking expertise in learning about, identifying as well as purchasing wines from Black and women-owned as well as small producers and international brands.

For more information about services or to book a consultation, contact Alicia Maria Kidd at [510-295-4838](tel:510-295-4838) or [info@thewinenoire.com](mailto:info@thewinenoire.com).

# Wines In Our Portfolio

With a tastefully curated portfolio of wines that is continuously expanding, the brands below are just a sample of the wines represented by The Wine Noire. With a strong focus on setting the stage for Black and women-owned brands as well small producers that are domestic and international to shine, we look to add more collections from talented winemakers in the coming months. In addition, we are always looking for great wines created by amazing winemakers to add to their portfolio.



Created by musician Marcus Johnson, FLO Wines is about more than wine; it is about living life to the fullest. Named one of USA's Top 10 Celebrity Wine Lines, it's a brand that you can sip and groove to.



The Seven Sisters wine brand evolved from its association with the seven Brutus sisters of Paternoster. Located in Lynedoch South Africa, the wine brand creates fine wines that speak to the family's rich South African heritage.



Silkbush Mountain Vineyards in South African hails its name from the Sybasberg (Afrikaans for Silkbush Mountain), one of the highest peaks where these award-winning wines are made.



Lamiable is a small producer based in the village of Tours-Su-Marne in the Vallée de la Marne sub-region of Champagne-Ardenne, France. Winemaker Ophélie Lamiable comes from a family of farmers and is behind the brand that is produced on the family's estate.

# The Wine Noire in the Media



Over the years, Alicia Maria Kidd has enjoyed sharing her story about The Wine Noire and the positive impact the company is having in the wine industry.

Shared with audiences across the country and around the globe, The Wine Noire has been featured by the following media platforms.

## Digital Magazines and Newspapers

Cuisine Noir Magazine, "The Wine Noire to Enhance Visibility of People of Color in Wine"

## Print Magazines and Newspapers

Oakland Metropolitan Chamber of Commerce- Business Review, "The Wine Noire Elevating Winemakers, Businesses"

## Podcasts, Radio & Video Interviews

Swirl Suite Podcast

Wine Women Radio

Hella Biz Podcast with Julia Lehman

One Degree of Separation

SGE FIT LIVE Interview Series