

Gary Vaynerchuk's Empathy Wines to be Launched in Australia by Vinomofo

Vinomofo brings US entrepreneur GaryVee's new wines to the world stage

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Vinomofo have partnered with Empathy Wines, the new project of wine media mogul Gary Vaynerchuk. This April, Vinomofo are exclusively launching the inaugural wine in Australia, New Zealand and Singapore.

Gary Vaynerchuk, aka GaryVee, is a rockstar in the worlds of wine and entrepreneurship, best known for his own Wine Library TV and the VaynerMedia empire. Empathy Wines is his newest venture, and the company's mission aligns perfectly with Vinomofo's mission to connect everyone with wine they'll love, at the right price.

"Whoever has the most empathy for the consumers and the farmer will win the wine game," says Vaynerchuk. "That's why I'm calling it Empathy."

Vinomofo's CEO and Co-Founder Justin Dry worked hand-in-hand with Vaynerchuk to forge a strong partnership that gives people the opportunity to get their hands on these highly sought-after wines at a price that works for both the makers and the drinkers.

"Our approaches to the wine industry align perfectly," said Justin, "so it's fitting that we work together to bring Empathy to this side of the world. The inclusion of Empathy wines is an exciting one for us. It strengthens our offering as well as supporting Californian winemakers who've been devastated by fires recently and cements our commitment to bringing really cool wines to our wine lovers."

Vaynerchuk and his team work directly with Californian farmers like Clay Shannon of Lake County, Markus Bokisch, the Mettler Family of Lodi and Scot Bilbro of Marietta Vineyards. In Australia, Singapore and New Zealand, Vinomofo will bring the wine directly to their own 500,000+ strong tribe of wine-loving mofos.

The first wine available will be the Empathy Rosé 2018 – a bold and juicy blend of Californian grapes including grenache, syrah and pinot noir. Vinomofo's wine buyers expect it to fly out the door in record time.

Launching in April 2019, Empathy Wines will be available exclusively for pre-order from www.vinomofo.com.

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