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COMPANY PROFILE

Monty Sander and Tom Fuller bring a collective 32 years experience to the wine country public relations arena. They have worked on a broad spectrum of projects, while remaining primarily within the food, beverage and hospitality venues. They bring a unique combination of local expertise and national/international media savvy to any project they undertake.

During the course of promoting these areas of expertise, they have introduced new products such as Long Meadow Ranch's Prato Lungo Extra Virgin Olive Oil, their ultra-premium wines, grass-fed beef and grappa. They took Napa Valley Grille in Yountville through a restoration project and saw its Chef selected as "Shining Star Chef for the New Millennium" by Cooking Light magazine. They also launched Pilar restaurant and Ubuntu Restaurant and Yoga Studio in Napa and strongly positioned both restaurants as part of the City of Napa's emerging culinary scene. Elements Restaurant & Enoteca is the latest venture bringing small plates, a seafood bar, late night dining and retail wine sales to downtown Napa.

Tom and Monty have been responsible for regional, national and international media efforts for such wine industry notables as: Far Niente, Dolce, Nickel & Nickel, Long Meadow Ranch Winery, Justin Vineyards & Winery, Cardinale, Lokoya, Atalon Winery, La Jota Vineyards, Shafer Vineyards, Luna Vineyards Napa Valley, Arnold Palmer Wines, Stonestreet, La Crema, Matanzas Creek, Cambria, Ovid Napa Valley, Piper Sonoma, Titus Vineyards, Turnbull Wine Cellars, and Carneros Alambic Distillery (RMS Distillery), among others.

Wilson Daniels, Ltd., hired Monty and Tom to develop and institute the media program for the 150th anniversary of Gundlach Bundschu winery in 2008 which resulted in feature

stories by the *Associated Press* and an appearance on the *Today Show*, in addition to many other notable media pieces.

In projects related to the location branding of the wine industry, they provided media outreach and logistics for the Napa Valley Wine Auction for ten years and for Sonoma Paradiso (Imagine) Wine Auction for three years.

Shari and Garen Staglin have worked with Monty and Tom for the last 4 years to market and publicize their annual Staglin Family Music Festival for Mental Health, which has raised over \$83 million in essential mental health research funding in its fourteen years of existence.

Tom and Monty helped launch COPIA: The American Center for Wine, Food & the Arts, and have worked with the Oxbow Public Market project in the burgeoning Oxbow District of Napa from conception. This market and dining establishment, patterned on and conceived by the creator of the San Francisco Ferry Plaza Market, leads the trend of dining on foodstuffs from within a limited local region and is in the process of expanding to other areas of the United States.

The Robert Mondavi Institute for Wine & Food Sciences (RMI) at UC Davis partnered with Tom & Monty for assistance during their initial phase of construction leading up to an opening date in 2008. For four years, they represented American Vineyard Foundation, the oenology and viticulture industry's primary funding tool for research. They completed the pre-opening and opening media plan for the Napa Valley Museum, collecting clips from as distant as Brazil's national newspaper and as locally prevalent as USA Today. They handled all aspects of the media effort for the Napa Valley Symphony, and executed both media outreach and logistics for the Opus One 20th Anniversary Celebration, securing nearly 50 of the world's top media with only six weeks of advance notice.

Fulfilling their interest in the hospitality industry, they promoted the Napa River Inn/Hatt Building Historic Riverfront Project, which opened in Summer 2000. As a part of their program with Embassy Suites Napa Valley they were instrumental in securing a lodging program for the Napa Valley Wine Auction, and have also worked with Vintage Inn and Yountville Inn.

Monty and Tom have worked extensively with WTN Services, the wine industry's "best-in-class" provider of direct-to-consumer supply chain solutions. This one-stop shop provides winery account management, technology, key strategic partnerships and a bi-coastal warehousing network to market and fulfill wine orders across the country.

A strong force in their portfolio of clients is a commitment to much needed non-profit charities. In addition to the aforementioned Napa Valley Wine Auction, American Vineyard Foundation and Napa Valley Museum, they managed the Napa Valley Academy Awards Benefit for local HIV services for eight years. They also produced AIDS WALK Napa Valley for five years, and were instrumental in producing five Hands Across the Valley benefits, whose purpose is to feed the hungry in Napa Valley.

They work with the Land Trust of Napa County, promoting their efforts in the recent acquisition of the Wildlake Ranch, over 3000 acres of pristine ridge land in the upper Napa Valley, ensuring this land will remain unspoiled for generations to come. Winestock!, the wine industry's AIDS benefit tribute to Woodstock was designed, produced and promoted in association with Tom & Monty. Tom successfully promoted and executed the first international webcast of the Gyudmed Tibetan Monks AIDS Healing Puja (prayer ceremony). Tom was an original member of the HIV/AIDS Consortium of Napa County and is a member of the Napa Valley Arts & Lectures Board of Directors.

Monty has served on the Advisory Board of LifeWorks Children's Ranch, an organization begun by Polly Klaas' mother to attempt to break the cycle of violence by helping children learn respect for all living things.

Tom and Monty recently worked with Lamb Umbrellas for Peace and internationally acclaimed maverick artist Matt Lamb on his peace initiative for the St. Helena Schools system. The children in the school system created over 900 handpainted umbrellas depicting their individual concept of peace in the world. The umbrellas were paraded through St. Helena by the children and then distributed to other children in other parts of the world affected by war and deprivation.

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