

WHY WINE CIRCLE?

At Wine Circle, we're bilingual. We speak the French and English languages, which is helpful when you're importing wines from France to bring to the US market. But we also "speak" French and English culture, our founder Gregory Schlagdenhauffen spent his childhood in Alsace and many years studying in America. Perhaps most importantly, we are fluent in "vineyard" and "business," all of which is pivotal when you're navigating nuanced cultural norms to curate a highly selective portfolio of wines.

After earning his business degree from Berry University, Greg decided he wanted to return home and spend as many hours with his hands in the dirt of Alsace's vineyards as he had with his head in books. It's this intricate hands-on experience selecting parcels; harvesting, pressing, fermenting grapes; and clarifying, aging, and bottling wines that gave Greg a preternatural insight into what makes the difference between average and amazing.

Greg brings all of this knowledge to bear when sourcing the best wines for his partners. When he visits the vineyards, he understands what to look for in the soil and grape quality. When he speaks with the winemaker, he knows exactly what to look for.

"A good winemaker is not a guru or a magician. A good winemaker is like a conductor. A wine facilitator," Greg describes.

And when he tastes a wine, if it isn't exactly what he's looking for, Greg will taste and taste again. Once, he tasted 500 different wines in search of a specific Bordeaux.

"I taste until I find. It is the best, or it is nothing," Greg explains.

Yes, it helps that we know French and English, that we understand the winemaking process first-hand and also have business acumen. And that we know when to speak and we know when to listen. But perhaps our most important attribute we can offer you is that we know there is no universal "best" wine. We look for wines in their context that are superior to what's out there. Those are the "best" wines we're looking for. Your best wines, based on your market's current tastes, needs, and wants. And if we can't find the best wine for you at this very moment; the wine most likely to generate placements and reorders, we will keep looking until we do.

Sound like your kind of partnership? Let's talk more.