

Contact: Elizabeth Miller, Manager
Tel. (914) 723-2040
Email: info@vintology.com

FOR IMMEDIATE RELEASE

Vintology Celebrates 5th Anniversary

Vintology Wine & Spirits is celebrating its fifth anniversary! The team will host a '5th Anniversary Party' on Saturday, November 16, from 1-5pm, complete with a plentiful wine tasting and cuisine by Meritage Restaurant. The celebration is complimentary, and open to all members of the community.

Owner Dean Morretta opened Vintology in 2008 in its original location at 10 Palmer Avenue in Scarsdale. The space at 10 Palmer was the site of Scarsdale's oldest operating liquor store, Heathcote Corners Wine & Liquors, which opened in 1934. It changed hands a few times before Morretta moved in. He completed a full renovation to combine the historic Heathcote aesthetic with modern touches.

Morretta used his 20 plus years of wine knowledge and industry relationships to stock the store with high quality, hand picked selections. Some of the first selections became so popular that stayed in Vintology's selection for five straight years. Examples include Santa Barbara Winery Chardonnay, Renacer Punto Final Malbec, Zenato Pinot Grigio and Burgess Cabernet Sauvignon.

"The first year was the hardest," said Morretta, who worked in the shop by himself for the first full year. As community members discovered Vintology and business grew, so did the team. Seasoned wine professionals Mike Horton and Garret Whitney joined Morretta, and later, Elizabeth Miller, formerly of Blue Hill at Stone Barns and Red Hat on the River, joined the team as Manager.

Vintology eventually grew beyond what its four walls could hold. On October 1, 2013, the team, with help from family and friends, transported 16,000 pounds of wine and liquor a few doors down, and opened its new doors at 2 Palmer Avenue. The new, stylish shop is larger and has allowed for an expanded selection as well as a devoted tasting area.

For the past five years, Vintology has brought innovative wine education and tasting experiences to the community. Numerous wine producers have visited such as Tua Rita, Chateau Rauzan Segla, Allegrini, Saint Cosme, Forge Cellars and Benziger. Creative events like blind tastings, organic dinners and professional networking events are routine at Vintology.

The shop has also become part of the community by giving back and collaborating with local organizations including the Junior League of Central Westchester, the Scarsdale Adult School, as well as numerous educational and religious affiliations.

"Our 5th Anniversary Party will be exemplary of what we do best, present great wines to guests with friendliness and time for conversation," said Morretta. "Our recent move and expansion marks our next chapter, and we're excited to be part of the community for the next five years and beyond."

###

If you'd like more information, please contact Dean Morretta or Elizabeth Miller, at (914) 723-2040 or info@vintology.com