



**MARKETPLACE**

The Economic Engine for Women

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## **The WMarketplace Celebrates Women in Wine and Spirits with New Collection from Women-Led Brands**

Seattle, WA, September 22, 2023 - The WMarketplace, an e-commerce shopping platform that connects women-owned businesses with consumers, is launching a new collection featuring wine and spirits brands from women producers and distillers. The [Women Led Wine and Spirits Collection](#), which will be available on The WMarketplace website starting from Friday, September 22, features a curated selection of brands such as Inspiro Tequila, Square One Vodka, Erstwhile Mezcal, Fast Penny Spirits, and many more.

The WMarketplace's mission is to support women-led businesses and to create a more inclusive and diverse economy. According to the SBA Office of Advocacy, of the 2,235 small batch distilleries in the US, only 8% are women-owned. But increasing numbers of women are breaking into this industry, and WMarketplace will provide a space to amplify their voices. By creating a dedicated space for women in wine and spirits, The WMarketplace hopes to connect them with consumers seeking a unique variety of products from small-batch, women-led distilleries and wineries.

Jill Oser, the founder and CEO of Teneral Cellars, a women-led wine company that sources grapes from female and minority growers, is one of the featured brands in the collection. She shared her motivation for starting her business and joining The WMarketplace:

*"As a veteran in the male dominated wine industry, I founded Teneral Cellars to change the industry, so that it would reflect its largest customer, women. Female winemakers make up only 10% of the industry, and black winemakers only 0.1%. Female sommeliers still make 70 cents on the dollar to their male counterparts, and when you look at the industry as a whole, there are very few women in leadership positions and even fewer women of color. Yet, almost 70% of wine is purchased by women and the industry doesn't reflect its largest customer."*

Oser added that she is excited to be part of The WMarketplace's collection because it aligns with her vision of empowering women and creating social impact through wine. "We are proud to partner with The WMarketplace because they share our values of supporting under-represented businesses and causes. We believe that wine can be a catalyst for change and a way to connect with people who care about the same issues as we do."



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The WMarketplace's women in wine and spirits collection will offer a variety of products for different tastes and occasions, such as wines, mezcal, tequila, gin, vodka, ciders, liqueurs, and more. Customers can also find gift sets, wine accessories, and educational resources on the website. The collection will be updated regularly with new products and promotions.

The WMarketplace invites customers to explore the collection and discover new brands and flavors that celebrate women and diversity. To learn more about the collection and The WMarketplace's mission, visit [www.WMarketplace.com](http://www.WMarketplace.com).

The WMarketplace is an online ecommerce shopping platform that connects women-owned businesses with consumers who want to shop with purpose. Founded in 2020 by two female entrepreneurs who wanted to create a more inclusive and diverse economy, The WMarketplace offers a wide range of products and services from categories such as fashion, beauty, health, wellness, home, food, beverage, and more. In 2023, The WMarketplace Inc launched its [ecommerce accelerator](#), an instructor-led and mentorship-rich learning program to support the growth of women-owned businesses. To learn more about The WMarketplace or to join as a seller or buyer, visit [www.wmarketplace.com](http://www.wmarketplace.com). To learn more about The WMarketplace Accelerator, visit [www.wmarketplaceaccelerator.com](http://www.wmarketplaceaccelerator.com).

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