

AFRICAN AMERICAN VINTNERS SHOWCASED IN BLACK VINES EVENT

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Black Vines: A Toast to Black Wineries, Black Art and Black Culture held their 12th anniversary event on Saturday, Feb. 25 at The Bridgeyard, near the Judge John Sutter Regional Shoreline in Oakland. It is the longest-running African American winemaker showcase.

The post [African American Vintners Showcased in Black Vines Event](#) first appeared on [Post News Group](#).

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By Carla Thomas

Black Vines: A Toast to Black Wineries, Black Art and Black Culture held their 12th anniversary event on Saturday, Feb. 25 at The Bridgeyard, near the Judge John Sutter Regional Shoreline in Oakland. It is the longest-running African American winemaker showcase.

Hundreds of guests gathered to celebrate and enjoy a live jazz band while sampling wines and buffets of gourmet bites throughout the venue.

The brainchild of founder Fern Stroud, the event is designed to both promote and support the Black wine experience along with good food and great music.

Stroud, a former Silicon Valley technology professional says, "Black Vines, is a way to bridge gaps and build lifelong ties between community, business and the arts while we celebrate Black excellence."

Proceeds from the event supports the nonprofit think tank, [BlackFemaleProject.org](https://blackfemaleproject.org).

Stroud was also excited to announce a new partnership with Alaska Airlines. In the new "Wines Fly Free" program, guests were able to bring cases of wine on their flights back home for free. Also, the McBride Sisters wines are now a featured option on flights with Alaska Airlines.



A.T. Howe, founder of Bass Note Sangria at the Black Vines: A Toast to Black Wineries, Black Art and Black Culture 12th anniversary event. Photo By Carla Thomas



Paula Harrell, left, owner of P. Harrell Wines with staff at the Black Vines: A Toast to Black Wineries, Black Art and Black Culture 12th anniversary event. Photo By Carla Thomas



Wachira Wines staff pour samples of wine at the Black Vines: A Toast to Black Wineries, Black Art and Black Culture 12th anniversary event. Photo By Carla Thomas

Winemakers and vintners at Black Vines included Free Range Flower Winery, Wachira Wines, She Wines, Vintnoir, P. Harrell, and Bass Note Sangria, among others.

“We see this event as an extension of their collective and independent outreach efforts to increase awareness, visibility and market demand for these labels. Our core mission is to provide a tasting experience unlike any other. There has been a steady loyalty factor born out of our Black Vines annual event.”

Additional Black Vine partners include Wine Direct, an industry-leading direct-to-consumer platform; the NAACP x BeyGOOD Black-Owned Small Business Impact Fund for winery empowerment, and She Can, which provides grants and services via the McBride Sisters wine brand.

For Stroud, building economic pathways in the industry will strengthen the business of Black vintners, and ensure sustainability for their community.

"These strategic alliances further establish our desire to provide a consumer touchpoint for wineries to be introduced to a new consumer base. The future success of wineries, going forward, will be heavily dependent upon the experiences created for new potential customers."

For every event, Stroud, says spreading love is key. "With all that we do for Black Vines, love is at the heart of it, and we want our guests and patrons to feel every bit of that."

For more information visit: www.BlackVines.net

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