

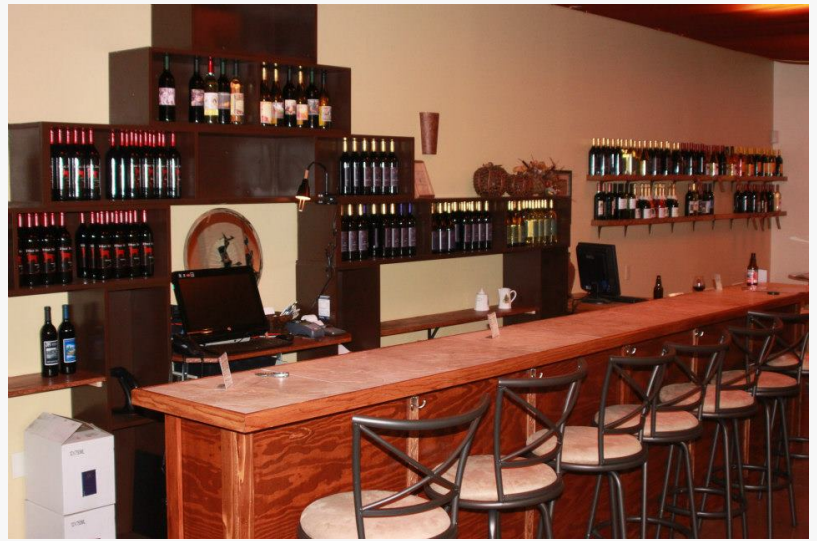
It's Personal Wine, The Right Wine, the Right Label, the Right Price

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/EINPresswire.com/ -- Paula Gendron has been part of the wine business for over a quarter of a century, long enough for her to recognize that wine is more than a beverage. Wine seals the deal, it tops off the evening, it toasts the occasion. What [It's Personal Wine](#) does is to make the occasion unique to the people drinking it by creating and applying custom and personalized gift labels on their select wines.



The company motto is “If you can think of it, we can put it on a bottle – The possibilities are endless.” If someone is celebrating a special occasion, why shouldn't the wine do the same? A bride who wants everything to be special on her special day can serve a wine that is uniquely hers. A man who wants his proposal to be memorable can offer his hand in marriage with a personalized wine.



The wines are so meaningful to the people who purchase their customized bottles that the bottles are often

unopened; the bottle is on display with the label visible, but the wine hasn't been sampled. “People are so thrilled to get a bottle of wine with their name or picture on it that they save and display it,” Gendron says. “Many times they come in themselves to buy a second bottle to drink.”

Her business has developed a following with a group of regulars who find that the personalization extends beyond labels and enjoy coming by to enjoy the wine in a place that's not the typical wine bar. Gendron's success has grown the business to the point where much more space is needed to expand the line of personalized gift items. Her team and customers suggested that she needed to involved more people to expand her business and grow a solid base. Gendron needed a way to do that.

Crowdfunding, said her supporters. So she's turning to Indiegogo for a [crowdfunding campaign](#) to raise \$45,000 by May 2 so that she can purchase necessary kitchen equipment, refrigeration, furnishings and fixtures, decorations and inventory. These additions will create an inviting shopping

destination on an enhanced scale. The expansion will include a retail area for unique kitchen items and specialty local craft food items.

Crowdfunding contributors will receive a special discount card based on the amount of the contribution that will entitle them to valuable perks and discounts up to 30%, as well as being the first to learn about any special offerings or exciting projects.

Gendron is proud of the fact that despite the less-than-robust economy of the last five years, she has been successful in creating a highly successful retail business that has helped revitalize her community. Whether customers order online or come into the store, they receive Gendron's personal attention and guidance to [create the ideal gift](#) for their important occasions.



Her success has extended to the others in her field, as she has received requests to train others to open a store like It's Personal Wine. That mentoring is something that Gendron has incorporated into her business style, as she invites others to contact her on her website to discuss her business philosophy and goals; Gendron vows to answer all inquiries personally.

It's Personal Wine offers the best that California has to offer in wines: Chardonnay, Pinot Grigio, Moscato, Rose, Divinity White Blend; Cabernet Sauvignon, Merlot, Pinot Noir, Primitivo, Barbara, along with It's Personal Wine's two proprietary red blends—Crossfire and La Riata—and the company's gold medal Zinfandel. Personalized gift wines range from \$12 to \$17 per bottle. All custom labels are only \$1 over the cost of the wines. Wines can be shipped anywhere in the United States except to Utah, Alabama, Mississippi, Massachusetts, New Hampshire, and Pennsylvania.

You already know that wine has personality. Now It's Personal.

About It's Personal Wine:

Paula Gendron, the owner of It's Personal Wines (www.itspersonalwine.com) has spent the last three years turning wine into a personal occasion for her customers. She offers unique wines from all over California that help wine lovers create their own unique personal offerings to commemorate all occasions. It's Personal Wine creates personalized gift labels for their wines to celebrate birthdays, anniversaries, birthdays and other occasions that go better with a bottle of wine. In addition to the personalized wine labels, customers have access to It's Personal Wine's complete line of award-winning wines, sparklings and specialty wines at case-discount prices. It's Personal Wine serves great savings and great gifts that guarantee the right label at the right price.

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It's Personal Wine

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