

— DECK ONE: GLOBAL ·
55 CARDS · MSRP \$35

Wine education, rewritten as an *object*.

A tactile, screen free card system for the gift shelf, the bar cart, and the curious palate.

Mistral WineCards is a fifty five card deck that teaches wine through touch, not taps. Each card is a briefing. The tin is a keepsake. Designed in Seattle by a twenty year wine veteran, the set works for the beginner at a first dinner party and the enthusiast building a reference library. It is functional education, disguised as a gift.



Collect. Taste. Learn.
COLLECTIBLE TIN



01 WHY IT BELONGS IN THE GUIDE

- **Screen free, in a category addicted to apps.**
Wine learning has moved to phones and textbooks. Mistral moves it back to the table, where the wine actually is.
- **A designed object, not a drawer filler.**
The tin and cards are meant to live on the bar cart. Guests pick them up. Conversation starts there.
- **Two audiences, one deck.**
Approachable enough for a first pour. Detailed enough to stay useful five dinners in.
- **Functional education, disguised as a gift.**
The recipient opens a present. They keep a reference.

02 THE FOUNDER



Seth Cysewski
FOUNDER · WSET LEVEL 3, DISTINCTION

Twenty plus years in wine across production, distribution, brand marketing, and hospitality. The education tool Seth wanted when he was learning, and could not find.

PRIOR BRAND WORK

Champagne Nicolas Feuillatte. Chateau Ste. Michelle. Antinori. Stag's Leap Wine Cellars.

“The deck I wanted when I was learning wine, and could not find anywhere.

SETH CYSEWSKI, FOUNDER

AT A GLANCE

PRODUCT	Deck ONE: Global
COUNT	55 cards in collectible tin
MSRP	\$35.00
RETAIL	mistralcards.com and select trade partners
LAUNCHED	2025 · Wider press May 2026
FOUNDER	Seth Cysewski, WSET 3
DESIGN	Seattle, Washington
TRADEMARK	USPTO pending, Ser. 99509489

PRESS KIT · SPRING 2026

03 PRESS & RECOGNITION

FEATURED IN
425 Magazine
MAY 2026

FEATURED IN
The Tasting Panel
MAY / JUNE 2026

ALSO FEATURED IN Wine Industry Advisor · Wine Business Daily News · The Wonderful World of Wine podcast

04 EDITOR NOTES

REVIEW COPIES Three business days to verified press.

ASSETS Product and lifestyle photography, founder headshots, card scans.

INTERVIEWS Seth is based in Seattle. National outlets welcome.

WHOLESALE Open to independent shops, boutiques, and concierge partners.